



*The influence of NWOM in the
consumers' decision-making
process in the Tourism industry*

Inês Patrícia Gomes de Melo

152116277

Dissertation written under the supervision of

Professor: Daniela Langaro

Dissertation submitted in partial fulfilment of the requirements for the MSc in
Management with Specialization in Strategy and Entrepreneurship, at the
Universidade Católica Portuguesa, June 2018.

Abstract

Title: The influence of NWOM in the consumers' decision-making process in the Tourism industry

Author: Inês Patrícia Gomes de Melo

Online feedback tools, such as electronic Word-of-Mouth (eWOM), have been widely used to share knowledge and information online between consumers about products or services, having become an important tool for consumers and being considered a reliable source.

Based on relevant theories and previous works, it has been proved that Negative Word-of-Mouth (NWOM) has been influencing significantly consumers' decision-making process, especially regarding the Tourism industry and that this sector is the most strongly influenced by eWOM.

To investigate the impact of NWOM on consumers in the industry of Tourism, an online survey was created. Different negative hotel reviews were presented to 249 individuals. Quantitative data was generated to investigate the impact of these reviews on consumers' brand attitude, purchase intentions and NWOM intentions, in two distinct stages of the travel planning process, namely the search phase vs the post-purchase phase, when a new purchase was being planned.

The conclusions supported the existence of a significant impact of NWOM on users that are exposed to negative reviews in the Tourism sector. Furthermore, users in the post-purchase phase were less susceptible to NWOM than those in the search phase, which means that NWOM communication mostly affects consumers who are in the search phase of the travel planning process.

This study contributes to companies, especially hotels, by identifying useful research that can help them understanding the power of negative information on consumers, taking advantage of online consumer reviews as a new marketing tool.

Finally, limitations are discussed and future research is proposed.

Keywords: NWOM, purchase intention, brand attitude, Tourism, decision-making process

Sumário

Título: A influência de NWOM no processo de tomada de decisão dos consumidores na indústria do Turismo

Autor: Inês Patrícia Gomes de Melo

Ferramentas de feedback online, como o electronic Word-of-Mouth (eWOM), têm sido amplamente utilizadas para partilhar conhecimento e informação online entre consumidores sobre produtos ou serviços, tendo-se tornado uma ferramenta importante para os consumidores e sendo considerada uma fonte de informação confiável.

Com base em teorias relevantes e trabalhos prévios, o Word-of-Mouth negativo (NWOM) tem influenciado significativamente o processo de tomada de decisão dos consumidores, especialmente na indústria do Turismo, sendo o sector mais influenciado por eWOM.

Para avaliar o impacto do NWOM nos consumidores na indústria do Turismo, foi criado um questionário online. Foram apresentadas diferentes comentários negativos sobre um hotel a 249 indivíduos. Obtiveram-se dados quantitativos com o intuito de investigar o impacto destes comentários na atitude dos consumidores, intenção de compra e intenção de NWOM, em duas fases distintas - a fase de pesquisa e a fase de pós-compra, quando uma nova compra estava a ser planeada.

As conclusões suportam a existência de um impacto significativo da NWOM sobre aqueles que estão expostos a comentários negativos no setor do Turismo. Além disso, os utilizadores numa fase de pós-compra são menos suscetíveis a NWOM do que aqueles que se encontram numa fase de pesquisa do planeamento de uma viagem.

Este estudo contribui para empresas, especialmente hotéis, uma vez que, identificada a importância da comunicação NWOM, surge a possibilidade de uma nova ferramenta de marketing baseada no conteúdo online gerado pelos consumidores.

Finalmente, limitações são discutidas e pesquisa futura é proposta.

Palavras-Chave: NWOM, intenção de compra, atitude, Turismo, processo de tomada de decisão

Acknowledgments

First of all, I would like to show my appreciation and gratitude to my supervisor, Professor Daniela Langaro, for all the support and advice given throughout all the process. With no doubt, her availability and orientation in the development of this dissertation were key to the delivery and improvement of this research.

In addition, I would like to show my gratitude to my parents, sister and grandmother, for all the love, care and support throughout these past months. Their support and encouragement are always unconditionally precious for my achievements and success. Thank you so much for being there for me all these years and for all your patience and kindness.

To all my friends, thank you for the patience and friendship throughout this stressful period of my academic studies, and especially for all the encouragement that helped me achieve this important stage of my life.

My appreciation extends to all the respondents that answered the online survey, as well as to those who helped me sharing it. Their collaboration and personal time spent were crucial for the results and conclusions of this dissertation.

Table of Contents

Abstract.....	II
Sumário.....	III
Acknowledgements.....	IV
Table of Contents.....	V
Table of Tables.....	VII
Table of Appendices.....	VIII
List of Abbreviations.....	IX
Chapter 1: Introduction.....	1
1.1.Context.....	1
1.2.Research Objectives.....	2
1.3.Relevance, Aim and Research Questions	2
1.4.Thesis Structure.....	4
Chapter 2: Literature Review.....	5
2.1. Tourism.....	5
2.1.1. The importance of Tourism.....	5
2.2. Social Media.....	6
2.2.1. Definition and Characteristics.....	6
2.3. Social Media in Tourism.....	6
2.3.1. The importance of Social Media in Tourism.....	6
2.4. Electronic Word-of-Mouth (eWOM)	8
2.4.1. Definition.....	8
2.4.2. Understanding consumers in engaging in eWOM communication.....	8
2.4.3. eWOM in Social Media and in Tourism.....	9
2.4.4. Negative Word-of-Mouth (NWOM)	10
2.4.5. Online consumers reviews.....	11
2.4.5.1. User-Generated Content (UGC)	12
2.5. Decision-making Process in Tourism.....	13
2.6. Purchase Intentions.....	14
2.7. Brand Attitude.....	15
Chapter 3: Methodology.....	17
3.1. Research Objectives.....	17

3.2. Research Approach.....	17
3.3. Data Collection.....	18
3.3.1. Data Analysis.....	21
Chapter 4: Analytics and Results.....	22
4.1. Sample Description.....	22
4.1.1. Demographics.....	22
4.1.2. Travelling Habits.....	24
4.1.3. Social Media in Tourism.....	26
4.2. Survey Validation.....	28
4.2.1. Reliability.....	29
4.2.2. Validity.....	30
4.3. Normality Tests.....	32
4.4. Sample Validation.....	33
4.4.1. Non-Parametric Tests: Age, Gender, Education Level and Current Occupation.....	33
4.4.2. Non-Parametric Test: Consumers' opinion about the website Booking.com.....	34
4.4.3. Independent Samples Test: BA before users are exposed to NWOM.....	35
4.5. Analysis of the Research Hypotheses.....	36
4.5.1. Hypothesis H1, H2 and H3.c.....	36
4.5.2. Hypothesis H3.a. and H3.b.....	38
Chapter 5: Conclusions, Limitations and Future Research.....	40
5.1. Conclusions.....	40
5.2. Academic Implications.....	42
5.3. Limitations and Future Research.....	42
Reference List.....	I
Appendices.....	V

Table of Tables

Table 1: Constructs.....	20
Table 2: Demographics - Gender.....	22
Table 3: Demographics - Age.....	23
Table 4: Demographics – Education Level.....	23
Table 5: Demographics – Current Occupation.....	24
Table 6: Travelling Frequency.....	24
Table 7: Travelling Motivation.....	25
Table 8: Means of Communication Frequency.....	26
Table 9: Websites.....	27
Table 10: Booking.com Frequency.....	28
Table 11: Constructs with the two phases	29
Table 12: Cronbach’s Alphas.....	30
Table 13: Principal Component Analysis.....	31
Table 14: Normality Tests – Kolmogorov-Smirnov.....	33
Table 15: Non-Parametric Tests – Demographics Variables (Age, Gender, Education Level and Current Occupation)	34
Table 16: Non-Parametric Test – Independent-Samples Mann-Whitney U Test – Consumers’ opinion about the website Booking.com.....	35
Table 17: Non-Parametric Test – Independent-Samples Mann-Whitney U Test - BA before users are exposed to NWOM.....	35
Table 18: Independent-Samples Mann-Whitney U Test for H1, H2 and H3.c. hypotheses....	38
Table 19: Related Samples Wilcoxon Signed-Rank Test for H3.a. and H3.b. hypotheses.....	39

Table of Appendices

Appendix 1: Survey (English version).....	V
Appendix 2: Survey (Portuguese version – Original version)	XVII
Appendix 3: Principal Component Analysis (PCA)	XXIX
Appendix 4: Non-Parametric Test – Chi-Square Test- Gender.....	XXX
Appendix 5: Non-Parametric Test – Chi-Square Test – Current Occupation.....	XXXI
Appendix 6: Normality Tests.....	XXXI

List of Abbreviations

BA – Brand Attitude

eWOM – Electronic Word-of-Mouth

NWOM – Negative Word-of-Mouth

PCA – Principal Component Analysis

PI – Purchase Intentions

PPP – Post-Purchase Phase

SP – Search Phase

UGC – User-generated Content

WOM – Word-of-Mouth

RQ – Research Question

Chapter 1: Introduction

1.1. Context

In Social Media, there has been a constant sharing of comments and opinions through a wide range of means of communication, such as blogs, social networks (e.g. Facebook, YouTube), websites, rating websites (e.g. Booking, TripAdvisor), among others. These tools have a tremendous impact on Web users, due to the variety of information that is shared on these platforms and that expands rapidly to an extensive number of people. With the development of Social Media, user-generated content (UGC) has been gradually expanding (Riegner, 2007).

The advent of Technology and the Internet resulted in the growth of the society and the appearance of new opportunities with impact on consumers' perspectives and behaviours, as well as on companies' marketing strategies. Furthermore, the concept of Word-of-Mouth (WOM) emerged, influencing consumers' decisions, both before and after a purchase (de Matos & Rossi, 2008). Consequently, consumers started adopting some practices, such as using customer review sites and social networking sites, in order to share information with others about products, which ended up in the new concept of electronic Word-of-Mouth (eWOM) (Jumin Lee *et al.*, 2008).

This concept can be defined as a statement made by a formal, actual or future customer about a company, product or service, through the Internet. Moreover, customers share their opinions, evaluations for a wide range of people through review platforms, blogs, discussion forums, virtual communities, and many other means of communication (Hennig-Thurau *et al.*, 2004). Although eWOM may be positive or negative, in this dissertation the focus will be on the negative valence, meaning Negative Word-of-Mouth (NWOM) communication.

In the Tourism industry, the concept of eWOM has been growing exponentially due to the huge amount of information shared on rating platforms, where travellers acquire information about certain consumers' opinions, services and experiences, so as to compare several options and help them guide towards a final decision. Before making an online travel purchase, consumers usually check upon online reviews (Vermeulen & Seegers, 2009). Taking this into account, it is important to understand the impact these online reviews might have on consumers' decision-making process. However there is a lack of empirical data to define and explain the task of Social Media in the context of online travel information search (Xiang & Gretzel, 2010). Therefore, it is interesting to analyse how Social Media can influence

consumers in their decision-making process when faced with NWOM communication, in the form of UGC and online consumer reviews. Considering this, the main theme of this dissertation is “The influence of NWOM in the consumers’ decision-making process in the Tourism industry”.

1.2. Research Objectives

The main objectives of this study are to determine the impact of NWOM in two different stages of the travel planning process: the Search Phase (SP) versus the Post-Purchase Phase (PPP). In addition, another objective is to examine the effects the nature of NWOM communication made by other users on online travel platforms can have on consumers’ purchase intentions (PI), Brand Attitude (BA) (before and after users are exposed to NWOM) and NWOM intentions towards the hotels. The purpose is to analyse if there is any difference between the two groups in terms of these three constructs mentioned above.

The focus of this study is to understand the effect of NWOM on the traveller that is on a preparation phase to go on a trip. To commence, it is relevant to explain the differences between the two stages. On one hand, in the SP, the traveller is still developing research and considering several hotel options. On the other hand, in the PPP, travellers have already had a good experience in a specific hotel and consider an eventual repetition. Then, it is of interest to explore if NWOM has different impacts on the behaviour of consumers depending on the stage they are.

1.3. Relevance, Aim and Research Questions

The growth of the Internet brought the demand of companies to accompany the development and understand its possible effects on consumers’ decisions and attitudes. Online feedback tools, such as eWOM, have been widely used to evaluate the potential of a product, service or company by other users, via online platforms. The urge to study the impact that negative online information may have on consumers’ decision-making process lays in the need of companies to learn to adapt their marketing strategy to the new tendencies of the market.

The problem of NWOM has been rising as an important issue for companies, especially hotels that have their brand’s image ruined after some negative online feedback. Therefore, this research might be useful for hotels to understand the power and specific effects that negative informative can have on consumers, especially when they are planning a trip. If companies were able to understand the importance of NWOM, this concept could gain the quality of an

opportunity rather than a threat to hotels, providing them with a new marketing tool created from online consumer reviews (Dellarocas, 2003). In addition, this study might as well be useful for marketers, by understanding what motivates individuals to rely on NWOM, guiding consumers' actions in order to try to anticipate and avoid devastating influences of them caused by this online concept.

Due to some constraints, as time and complexity of the concept of eWOM, the focus will be on the negative valence (NWOM) made by other users on an online travel platform named Booking.com, since its credibility appears superior to others (for example, TripAdvisor), to analyse the potential impact this negative information might have on consumers' behaviours regarding accommodation while planning a trip. In this online travel platform, only people that have already stayed in the hotel have the opportunity to write a review on the website.

To determine how NWOM can influence travellers' decision-making process, the following research questions (RQs) are asked:

RQ1 - How does NWOM affect users' NWOM intentions regarding hotels' accommodation?

RQ2 - How does NWOM affect users' PI regarding hotels' accommodation?

RQ3 - How does NWOM affect users' BA regarding hotels' accommodation?

RQ4 – How do the effects of NWOM differ between users that are in the SP compared to those who are in the PPP?

Therefore, these RQs lead to the following hypotheses. The following hypotheses are presented and justified throughout the following chapter, in the Literature Review.

H1: NWOM generated by other users regarding hotel accommodation on travel websites has higher impact on consumers' NWOM intentions among users who are in the SP than on those who are in the PPP

H2: NWOM generated by other users regarding hotel accommodation on travel websites has higher impact on consumers' PI among users who are in the SP than on those who are in the PPP

H3: NWOM generated by other users regarding hotel accommodation on travel websites influences consumers' BA

H3. a. In the SP, BA changes significantly more after users are exposed to NWOM than before users are exposed to NWOM

H3.b. In the PPP, BA changes significantly more after users are exposed to NWOM than before users are exposed to NWOM

H3. c. BA changes significantly more after users are exposed to NWOM among users who are in the SP than on those who are in the PPP

Thus, this study focuses on the influence of NWOM in a set of dependent variables, namely consumers' PI, BA and NWOM intentions.

1.4. Thesis Structure

This dissertation is divided in five different chapters. First of all, it starts with a brief introduction of the topics, context, objectives, aim and the main RQs that are going to be answered, as well as the research hypotheses. Then, a literature review section is presented, providing a summary of the relevant theories and previous works on this theme. Furthermore, the methodology and data collection process is explained, with a brief description of the methods developed in the dissertation, followed by the statistical analysis of the data collected and the results obtained by the online survey. Finally, the main conclusions and limitations are presented, as well as some topics for future research.

Chapter 2: Literature Review

This chapter presents a summary of the relevant theories and previous works provided in some journals, in order to elaborate the dissertation about the referred topic. It is a theoretical chapter which is divided in six main sections, with several subsections.

2.1. Tourism

2.1.1. *The importance of Tourism*

Tourism has been exponentially expanding and diversifying in the past decades, it has actually become “*one of the largest and fastest-growing economic sectors in the world*” (UNWTO tourism highlights, 2017). All countries should encourage Tourism, in a way that brings the society together and makes everyone discover the beauty of the world (Sehba, 2016). In addition, according to the UNWTO Tourism Highlights report (2017), although there were some shocks and financial crisis, this industry has demonstrated huge strength and Tourism has grown drastically over time, in an uninterrupted way.

There are a lot of reasons that explain the importance of Tourism. Firstly, it helps the economy by raising foreign currency which contributes for its progress and Tourism turned into a key driver of socio-economic progress (UNWTO tourism highlights, 2017). Then, as said before, this industry is a source of income for the public and private income. In addition, Tourism creates jobs for a lot of people, especially in hotels, services, entertainment, transports, etc. Moreover, the more tourists a country has, the more concerned they are with the conditions of the infrastructures, which means that Tourism encourages the development of them. Furthermore, there is no doubt that with the cultural exchange tourists deal with when visiting new places, this encourages societal progress and they learn how to respect and care for the others. Finally, Tourism is important since it creates a cultural heritage, meaning that it helps to create a huge exposure of the cultural concepts of a country, such as history, art, language, and many more (Sehba, 2016).

2.2. Social Media

2.2.1. Definition and Characteristics

Social Media has been becoming an enormous form of communication throughout the years, especially among young adults. It refers to all the Internet platforms that can provide the right tools for a social interaction between users (Ladhari & Michaud, 2015). Moreover, it enables interactions among the community and facilitates the communication among users (Balaji *et al.*, 2016). It can also be known as Internet-based applications which carry consumer-generated content. This content incorporates consumers' media impressions, opinions, sentiments, which can be real or even a rumour, and then shared online (Xiang & Gretzel, 2010).

Social Media is related to two important concepts: Web 2.0 and UGC. Social Media is a *“group of Internet-based applications that build on the ideological and technological foundations of Web 2.0, and that allow the creation and exchange of UGC”* (Kaplan & Haenlein, 2010).

Social Media creates content that includes different and innovative sources of online information and a variety of websites which are created, shared, used, developed by consumers with the purpose of sharing experiences, interests about products, brands, services, and so on, with each other (Pfeffer, Zorbach, & Carley, 2014). This new Social Media trend is seen as an evolution of the Internet, being considered as a retransformation of the World Wide Web, which had been created with the purpose of facilitating the exchange of information between users (Kaplan & Haenlein, 2010).

Consumers share experiences through different ways, such as posts where they explain their stories, they can write comments, they can even post pictures and movie clips (Xiang & Gretzel, 2010). The content generated on Social Media is considered to be an influential source of information because of the perceived independence of the message source (Ladhari & Michaud, 2015).

2.3. Social Media in Tourism

2.3.1. The importance of Social Media in Tourism

The appearance of Social Media has changed the structure of the Tourism industry and became an important component of this sector in a way that it was possible to exchange travel

information more easily and it facilitates the interactions between online consumers, especially between online travellers. In addition, tourists use Social Media with the purpose of relieving their trips, which makes Internet being part of Tourism experiences more and more often. Although Social Media has been having an enormous impact and it has been also increasing a lot in the online Tourism domain, there is a lack of empirical data to define and explain the task of Social Media in the context of online travel information search. Moreover, there is also a lack of understanding on how an online traveller can actually use Social Media websites when searching for online travel information (Xiang & Gretzel, 2010).

Search engines, online travel booking sites and websites are some examples of Internet technological interfaces that facilitate travellers' access to the online Tourism domain. Also, inside the Tourism and travel sector, consumer blogs have become one of the most outstanding subjects in research on Social Media. Search engines promote directly and indirectly Social Media to travel information searchers, having become a strong interface for the access to travel-related information. Furthermore, Social Media websites have the purpose of helping consumers by sharing experiences, comments and opinions about something, which will further serve as an important information source for other travellers worldwide. With this, people have been giving more importance to the use of Internet concerning travel issues and more emphasis has been directed to the analysis of the Tourism industry (Xiang & Gretzel, 2010).

Given the importance that has been given to Social Media and its potential impact in online Tourism, it is considered to be essential to understand the impact of Social Media in travel information with the main purpose of better informing Tourism marketing practices. Some issues concerning how Tourism marketers can leverage Social Media with the purpose of supporting their online marketing efforts has been rising with the appearance of Social Media (Xiang & Gretzel, 2010).

Regarding Tourism and hospitality managers, Social Media platforms are the right tool to understand customers' needs, to gain knowledge and also to maintain effective relationships with them, and to react to service failure. Online platforms are such important sources of information since products, services, experiences are constantly evaluated by consumers. Moreover, Social Media facilitates effective interactions between hotels and customers, and provides a platform for traveller searchers by making it highly user-friendly for consumers to evaluate comments and opinions of others (Ladhari & Michaud, 2015).

2.4. Electronic Word-of-Mouth (eWOM)

2.4.1. Definition

Nowadays, the concept of WOM has evolved to eWOM, due to the huge number of advantages of the Web. Moreover, this concept allows users to express their opinions, comments, reviews regarding products and services, which can appear on blogs, social networks or websites (Bataineh, 2015). EWOM is associated with WOM, however mediated in a digital technology. Due to the growth of the Internet world, and being that a lower cost platform accessible for everyone in a much faster way, eWOM is considered to be a strong and effective communication tool (Trusov *et al.*, 2009).

Such as WOM, eWOM also has different definitions by many authors. According to Hennig-Thurau *et al.* (2004), eWOM is defined as a comment, opinion or review, that can be positive or negative, about a product or company, made by a customer. This statement is available for a large number of people making the information available for everyone, on the Internet (Hennig-Thurau *et al.*, 2004).

Research has shown that the eWOM concept can have more credibility, appreciation and purpose for customers than information created by marketers on the Internet. Therefore, marketers try to focus on this type of eWOM communication with the purpose of expanding effective marketing strategies (Gruen *et al.*, 2006).

Regarding eWOM, there are also some disadvantages that come with it. First of all, Internet is a global low cost platform, in which the content is shared by all users with unlimited access associated. This makes it hard to control every single information that is on it, which might cause different dynamics in the market, in a large scale. Furthermore, technology is in a constant growth, allowing an embellish control over format and slightly of communication. Finally, being Internet a space where everyone can share information anonymously, this stimulates messages out of context and sometimes having more than one meaning and interpretation (Dellarocas, 2003).

2.4.2. Understanding consumers in engaging in eWOM communication

There are several reasons that motivate consumers in engaging in eWOM communication. According to Hennig-Thurau *et al.* (2004), social benefits, economic ambitions, care for others and self-enhancement are some of the explanations for consumers using online

platforms to express their opinions and share thoughts (Hennig-Thurau *et al.*, 2004). In addition to these motivations, research has demonstrated that consumers have the enthusiasm to share with others their experiences and more or less one-third of online users has ranked products or services and showed curiosity in providing product assessments (Riegner, 2007). eWOM is a relevant concept in the marketing communication, that needs some consideration from marketers, since it is considered to be an important element of the marketing mix (Hennig-Thurau *et al.*, 2004). If marketers understand the concept of eWOM and why consumers engage in it, this will lead to a better managing of its potential force in consumers' purchase decisions (Goldsmith & Horowitz, 2006).

2.4.3. eWOM in Social Media and in Tourism

As said before, Social Media and digital platforms have been growing exponentially. Consequently, eWOM has expanded rapidly and it has reach over a worldwide network. However, eWOM is limited to a social, sometimes personal network, which can be limited. According to O'Connor (2008), opinions generated in online touristic platforms, such as TripAdvisor, influence the decision-making process of Tourism consumers (as cited in Ladhari & Michaud, 2015). However, social networks, for example Facebook and Twitter, have been making a growing impact and they can be the future of eWOM (Ladhari & Michaud, 2015). These Social Media websites help consumers in a way that enables them to post comments, opinions, share experiences that will further serve as pertinent information for others (Xiang & Gretzel, 2010).

Virtual tourist communities, for example LonelyPlanet or IGoUGo, are platforms where usually tourists exchange opinions, comments, experiences, interests (Xiang & Gretzel, 2010). However, eWOM appeared and made a statement. In the Tourism and Hospitality industry, it is given a big importance to eWOM, especially in the field of information retrieval and decision-making process. WOM and eWOM appeared with the purpose of reducing the level of perceived risk and uncertainty, when tourists are searching for an hotel. According to Serra Cantallops and Salvi (2014), the Tourism industry is the most strongly industry influenced by eWOM (as cited in Ladhari & Michaud, 2015).

In addition, Dickinger and Mazanec (2008) affirm that the most important factors that influence online hotel bookings are the recommendations made by friends. Moreover, online

user reviews have a strong impact on online hotel bookings, which comes to confirm the importance of eWOM in the firm performance (Ye *et al.*, 2011).

2.4.4. Negative Word-of-Mouth (NWOM)

NWOM is the likelihood of a customer to share negative or unfavourable comments, opinions or feedback about a company and its services or products, with others. This type of communication has the power to reach more people with a common interest in a product or service. However, it has also the power to reach quickly others and spread easily, which can affect a firm's reputation and future business. It can affect not only the firm's brand image, but also affect the attitudes, purchasing intentions and decision-making process of customers. NWOM can cause undesirable long-term outcomes, for example brand dilution, volatility in stock returns and the overall erosion of the firm value (Balaji *et al.*, 2016).

NWOM can occur in two distinct situations: it can occur prior to a complaint, for example as a response to a failure, or it can occur after an organizational response as taken place, such as a reaction to an unsuccessful recovery effort (Gelbrich & Roschk, 2011). A.A. Bailey (2004) found that attitude towards complaining has a meaningful influence on the decision to not purchase with the firm that was aim of negative reviews (as cited in Balaji *et al.*, 2016).

NWOM messages constitutes a form of eWOM, characterized as a social activity in which customers provide opinions and experiences with other customers in social networking sites through comments and discussions. If a customer decides to post NWOM information on social networks, he/she is likely to consider the potential benefits and costs before doing so (Balaji *et al.*, 2016).

It is possible to track NWOM communication on social networks through monitoring tools, for example social mention, tweet reach or even Hootsuite. It is extremely important that the service provider spends significant human and financial resources to find out NWOM communication on Social Media platforms (Balaji *et al.*, 2016).

Due to the amount of people that nowadays use Social Media, when consumers form NWOM communication on those platforms, the information is propagated really quickly through thousands or millions of people within few hours. Moreover, NWOM communication affects not only organizations in different domains, for example politics, but also individuals, such as celebrities (Pfeffer *et al.*, 2014).

Several studies have proved that a dissatisfied customer is more likely to express negative feelings about a product or service to other consumers through NWOM, meaning that

consumers have the intentions to share NWOM with others when faced with NWOM communication (Mauri & Minazzi, 2011). Negative reviews have negative effects on consumers, even if they are familiar with the brand or product (Bambauer-Sachse & Mangold, 2011). This means that, on a PPP, consumers tend to be less influenced by NWOM when faced with it, even if they already know the product, than on a SP, where consumers are not familiar with the product or service.

In this sense, the following hypothesis is formulated to study the impact that NWOM generated by other users regarding hotel accommodation on travel websites might have on consumers' NWOM intentions.

H1: NWOM generated by other users regarding hotel accommodation on travel websites has higher impact on consumers' NWOM intentions among users who are in the SP than on those who are in the PPP

2.4.5. Online consumer reviews

When making purchasing decisions, it is usual that customers rely on online reviews, since they are more credible and authentic, and less biased (Balaji *et al.*, 2016). According to Goldenberg *et al.* (2001) and Gretzel & Yoo (2008), the consumers' decision-making process in the Tourism industry is highly influenced by eWOM from others (as cited in Ye *et al.*, 2011). Online reviews written by travellers are considered to be more reliable, up to date and enjoyable than information that comes from travel service providers (Ye *et al.*, 2011).

Online reviews can be positive, neutral or negative ones. According to Luo (2009), negative online reviews normally represent bad experiences about a particular product or service, which can lead to be very harmful to companies (as cited in Bambauer-Sachse & Mangold, 2011). It is more usual to share negative online reviews than positive ones, since dissatisfied people are more willing to share bad experiences with as many people as possible, that is why consumers are more likely to be faced with negative online reviews in opinion platforms. According to Herr *et al.* (1991), negative online reviews are more diagnostic and informative than positive ones, which makes consumers more willing to rely and look for negative reviews, however they can have detrimental effects on some variables, for example attitudes and PI (as cited in Bambauer-Sachse & Mangold, 2011).

According to Dellarocas (2003) and Smith *et al.*, (2005), although online UGC has been increasing and becoming more important, some researches show that online reviews can be

less credible than traditional WOM, since there is a lack of source cues on the Internet (as cited in Ye *et al.*, 2011).

When consumers are faced with a slightly big number of negative online reviews, they tend to perceive a high consensus and therefore make, as well, NWOM about that brand which will lead to more and more negative brand evaluations (Bambauer-Sachse & Mangold, 2011).

Concerning the travel and hospitality sector, UGC about this domain, such as travel destinations, hotels, Tourism services, have become really important sources of information for a traveller. According to reports from TripAdvisor.com. (2006), online reviews are constantly checked by hundreds of millions of potential travellers (as cited in Ye *et al.*, 2011). Within a trip planning context, there are some certain types of words that are more likely to create some types of Social Media: if the core Tourism business are activities, accommodations or attractions, virtual community websites are more related; if the content is related to shopping, restaurants, hotels, blogs, events, then consumer review sites are more adjusted (Xiang & Gretzel, 2010).

Since the access to the Internet is becoming easier and it is growing exponentially, as well as the ability to create online content, consumers have been relying more on the opinion of other users created in the form of online reviews, especially concerning tourist destinations and hotels. This importance that is given to online consumer reviews creates a huge popularity among travellers (Ladhari & Michaud, 2015).

2.4.5.1. User-Generated Content (UGC)

UGC is usually applied to describe “the various forms of media content that are publicly available and created by end-users” (Kaplan & Haenlein, 2010). According to Blackshaw & Nazzaro (2006), UGC is a concept that can be supported through Social Media and it can be defined as “*a mixture of fact and opinion, impression and sentiment, founded and unfounded titbits, experiences, and even rumour*” (as cited in Xiang & Gretzel, 2010). There are different forms in which UGC exist, for example blogs, virtual communities, social networks, virtual communities, collaborative tagging (Ladhari & Michaud, 2015; Xiang & Gretzel, 2010).

Regarding the travel and hospitality sector, consumer-generated content on the websites has been considered to be quite important for many travel and Tourism operations. It comes usually in the form of edited testimonials (Xiang & Gretzel, 2010). According to Gretzel & Yoo (2008), more than 74% of travellers use UGC as a source of information when they are

planning a trip (as cited in Ye *et al.*, 2011). In addition, online UGC have a meaningful impact on consumer products' sales (Chevalier & Mayzlin, 2004).

According to the Organization for Economic Cooperation and Development, UGC has to be published either on a website that can be easily accessed publicly or on a social networking site that is accessible to a determinant group of people, excluding content exchanged in e-mails or instant messages (as cited in Kaplan & Haenlein, 2010). Furthermore, it needs to clearly show an effort to be creative, and UGC needs to create content with a commercial market context and outside of professional practices. If the information created by the consumer fulfils all of these requirements, it is considered as UGC.

2.5. Decision-making Process in Tourism

EWOM communication does play an important role and influences consumers' decision-making process, even more in the hospitality industry, due to the importance of the customer experience. This decision-making process is even more influenced by negative online reviews when posted on online travel platforms (Mauri & Minazzi, 2011). With the exponential popularity of UGC made by travellers on websites, it was studied the influence and importance that this could have on different stages of the consumers' decision-making process. It was found that consumers do rely a lot on UGC, as a reliable and important source of information, during the SP of their travel planning process (Leung *et al.*, 2013).

When talking about the Tourism industry, there are two distinct phases that need to be clear: the SP (pre-experience) and PPP (post-experience). According to de Matos and Rossi (2008), the concept of eWOM influences both of these stages. In the search process, consumers are highly perceived by Social Media content pages, which are a huge competition for online Tourism marketers. This can influence loyalty levels, awareness, attention (Xiang & Gretzel, 2010). Consumers generally used social media during their research when they are planning a trip, since it appears to be a strategic tool that plays an important role in Tourism and hospitality management, especially when travellers are on an initial phase (Leung *et al.*, 2013).

According to Lange-Faria & Elliot (2012), social media plays a significant role in the decision-making process of consumers regarding the Tourism industry. Especially when travellers need help for planning their trips. Consumers generally use social media with the purpose of finding information, as well as for social interaction and sometimes for enjoyment. With no doubt that these websites influence consumers' travel decisions. With the appearance

of eWOM, this concept reached really quickly travellers and influenced them even more than the traditional WOM, since it fostered greater self-disclosure (Lange-Faria & Elliot, 2012).

In the PPP, the consumer has already made an evaluation of the service or product quality, comparing expectations and perceptions. When making the evaluation of the experience, customers may rely on positive or negative WOM, deciding if they become loyal or not to the product (Cimbaljević, 2015). According to Fotis *et al.* (2012), consumers use mostly social media on a post-trip phase for sharing activities. In addition, according to Murphy *et al.* (2010), the majority of young travellers share UGC on social media on this stage. After having had a good experience, travellers usually share Positive Word-of-Mouth on social media about the company, showing appreciation, loyalty and creating a long-term relationship (as cited in Cimbaljević, 2015).

2.6. Purchase Intentions

With the purpose of diminishing perceived risk, consumers analyse information (offline or online) posted by others customers about the product or service they want to buy (Khammash & Griffiths, 2011; Pitta & Fowler, 2005). Before buying it, consumers usually evaluate different attributes and examine carefully the importance of them and then they make a decision based on that. Consumers have different standards for their evaluations and consumers' PI comes from their approach of product value (Jung Lee & Lee, 2009).

According to Complete, Inc (2007), one-third of consumers check online reviews on forums, online communities, among others, before their online travel purchasing because they believe that online consumer reviews play an increasingly important role in consumers' purchasing decisions (as cited in Ladhari & Michaud, 2015; Ye *et al.*, 2011).

According to Wang *et al.* (2012), the conversations in social media are referring more frequently brands which makes this truly influential on customers' PI (as cited in Erkan & Evans, 2016). Due to the huge amount of information which people are available to, consumers need to analyse the information, however it is extremely difficult to evaluate all eWOM information that has been significant in consumers' PI (Erkan & Evans, 2016).

EWOM information in social media can appear in different ways, either intentionally or unintentionally. For example, if online users post about brands and the products or services they sell, this is considered to be an intentional act. However, unintentionally, online users can show publically their preferences, such as which brands there are a fan of, likes and comments in brands posts or they can even post content about a brand, with any advertising

intention (Alboqami et al., 2015). Moreover, if online users happen to find out eWOM communication in social media, they need to critique that information with the purpose of embracing them for PI (Erkan & Evans, 2016).

Social Networking sites are a powerful tool for the expansion of eWOM and also to improve purchase decisions towards products in the near future, due to the high involvement consumers have with other online users (Alhidari et al., 2015). However, the role of eWOM in social networking sites on PI is not yet very understandable and there is a lack of information about the key antecedents (Alhidari et al., 2015).

A study from Pookulangara and Koesler (2011) found that 62% of the United States consumers read consumer reviews and these reviews influence 80% of these consumers' PI. Consumers that are extremely participating in social networking sites, for example spend a lot of time of these platforms, are more likely to engage in eWOM on social networks. The messages on social networks convince consumers and influence them, causing in enhanced PI (Alhidari et al., 2015). According to Alhidari et al. (2015), eWOM affect users' PI on social networks, however an individual's self-reliance does not affect neither eWOM or PI.

According to a study by Chatterjee (2001), negative consumer reviews influence negatively PI. In fact, the effect is even more negative when the consumer is not familiar with the product (as cited in Mauri & Minazzi, 2011). PI are significantly influenced by negative online reviews made by other consumers on travel websites (Mauri & Minazzi, 2011).

In this sense, the following hypothesis is formulated to study the impact that NWOM generated by other users regarding hotel accommodation on travel websites might have on consumers' PI.

H2: NWOM generated by other users regarding hotel accommodation on travel websites has higher impact on consumers' PI among users who are in the SP than on those who are in the PPP

2.7. Brand Attitude

Consumers' behaviour on social networking sites is unique and needs to be critically studied in terms of consumer decision-making process. EWOM on social networks has a powerful influence on consumer choices, especially brands that give high attention to eWOM communication (Alhidari et al., 2015).

With the development of Web 2.0 and the appearance of online consumer reviews, this affected consumers' behaviour, as well as decision-making of online users (Ye *et al.*, 2011). Research has shown the influence that online reviews (either positive or negative) can have on the attitudes of travellers towards the hotel and it has found that when travels are exposed to online reviews, this improves hotel awareness. In addition, positive online reviews improve consumers' attitudes to hotels. Those effects are more powerful in hotels that are lesser-known than in well-known ones. Negative online reviews lower consumer attitudes toward the hotel that it was reviewed, however it augments hotel awareness compensating for that negative effect, producing a neutral result on consideration (Vermeulen & Seegers, 2009). NWOM can influence consumers' attitudes and purchasing decisions. This can negatively affect the brand's image and lead to long-term outcomes, for example brand dilution, and many others (Bambauer-Sachse & Mangold, 2011; Verhagen *et al.*, 2013).

According to S. Ng, M.E. David, T.S. Dagger (2011), cognitive dissonance theory explains customers' decisions after a negative experience. There is an imbalance in this theory in the customer due to the conflict that exists between the product expectations and performance. This cognitive dissonance can be diminish by customers by the change of attitude, self-affirmations, and so on (Balaji *et al.*, 2016).

Consumers' BA is not immune to negative online reviews, even if consumers have considerable knowledge about the brand, which means that even on a PPP, consumers are negatively influenced by NWOM communication, despite knowing the brand (Bambauer-Sachse & Mangold, 2011). In addition, Jumin Lee *et al.* (2008) found that product attitude can be affected by the proportion and the quality of the negative reviews (Jumin Lee *et al.*, 2008). In this sense, the following hypothesis is formulated to study the impact that NWOM generated by other users regarding hotel accommodation on travel websites might have on consumers' BA.

H3: NWOM generated by other users regarding hotel accommodation on travel websites influences consumers' BA

H3. a. *In the SP, BA changes significantly more after users are exposed to NWOM than before users are exposed to NWOM*

H3.b. *In the PPP, BA changes significantly more after users are exposed to NWOM than before users are exposed to NWOM*

H3. c. *BA changes significantly more after users are exposed to NWOM among users who are in the SP than on those who are in the PPP*

Chapter 3: Methodology

This chapter presents the methodology of this academic paper, describing how the data was analysed, measured and collected. An online survey was created to test the hypotheses and it is described how it was created and where it was distributed.

3.1. Research Objectives

This study focuses on the influence of NWOM on a set of dependent variables (consumers' BA, PI and NWOM intentions, towards the hotels).

The main objectives of this dissertation are to find out the impact of NWOM, in the SP (pre-experience) versus the PPP (post-experience), in the travellers' decision-making process and examine the effect of NWOM, made by other customers on online travel platforms, on consumers' PI, attitudes and NWOM intention towards the hotels, in the Tourism industry.

3.2. Research Approach

According to Saunders *et al.* (2009), there are different types of research methods, such as the exploratory, the descriptive and the confirmatory. In this academic paper, these three types of research methods are applied. Firstly, the initial part of this dissertation starts with the exploratory research, where a deep literature search was developed in order to understand the main insights of the paper and the theme of research. Some existing theories were analysed regarding the subject that is being studied to prove the viability of the dissertation. The purpose of this was to create a clear idea of the main theme of this academic paper, thus a descriptive research was applied. The main goal of the descriptive research was to explain more deeply the main subject and to develop missing parts, expanding the information about it. Finally, the confirmatory research connects the two other types of research methods: the exploratory and the descriptive researches. The main objective of this research was by creating an online survey, it would be possible to test the hypotheses formulated previously.

Quantitative approach was used for testing the research hypotheses that will allow to set conclusions and explain the main findings of this dissertation. This happens by analysing the relationship between the different variables (Creswell, 2007).

3.3. Data Collection

The quantitative primary data was obtained by information retrieved from an online survey that was created, in order to reach consumers directly and test the hypotheses formulated previously presented.

This survey was developed through the online platform Qualtrics. It was distributed on social media, mainly Facebook, as well as through personal e-mails. These options were considered to be the most cost-saving ones where it was possible to target the highest number of answers as quickly as possible. With these platforms, it is possible to guarantee that the sample is random and people from different age range were analysed.

The survey was divided in five main sections. Firstly, it starts with some questions about respondents' traveling habits, in order to understand which means they use when they are planning a trip, as well as how often do they travel and what is their main motivation when travelling. Following those questions, another group of questions comes up about respondents' involvement with social media, with the purpose of understanding how much time, on average, they spend using social media and what are their main activities while using social media.

The website that this academic paper focused on was Booking.com, so it is important to understand if people usually use this online travel platform or not, when they are planning a trip, and how often do they use it. Therefore, some questions regarding social media in Tourism are asked, with the purpose of understanding consumers' perception regarding the information available on social media, as well as their perception of two online travel platforms: TripAdvisor and Booking.com.

Furthermore, the survey unfolds in two blocks (SP vs PPP). Each respondent was randomly allocated to one of the groups and they only answer to the questions of that specific block, with this, it can be guaranteed randomness on the answers. The objective of this was to guarantee that the groups were homogeneous. Some respondents answered questions about when they are planning a trip on a SP and other respondents answered questions about when they are planning a trip on a PPP.

On the SP (pre-experience), the respondents do not know the hotel neither have never heard anything about it. For that, a fictional hotel was created by the author, by the name of "Live the life Hotel", a four-star hotel located in Albufeira, Algarve, Portugal. This location was chosen due to the high number of tourists that this city receives, every year. According to a study held by Vermeulen and Seegers (2009), the comments in lesser-known hotels seem to

be more significant than in internationally-known hotels. This author found that hotels that have a high reputation are more likely to be known by consumers, which will have a less effect on the attitude toward the hotel and plans to stay at that hotel (Vermeulen & Seegers, 2009). Therefore, it was decided to focus on an hotel that it was little known by the respondents. Further information was given about this fictional hotel, such as pictures of the interior and exterior of the hotel, in order to have a deeper understanding and experience.

Concerning the PPP (post-experience), respondents were asked to imagine that they have already been to that fictional hotel, created by the author, and they enjoyed their stay there, having had a good experience, and since they are planning a trip to that place again, they would like to return to the same hotel. However, they are faced with NWOM communication. Further information is given, just like in the SP, about this fictional hotel, such as pictures of the interior and exterior of the hotel, in order for the respondents to remember why they picked that hotel in the first place, creating more pleasing elements and simulating a deeper experience.

The questions, in each phase, are the same for the respondents of both groups. What makes the phases different from each other are the experience and the scenario itself, that was already explained above. To study the influence of NWOM in the consumers' decision-making process, a set of negative hotel reviews written by other customers, on an online platform, was used. The website that was used was Booking.com, since it is considered to be the most credible one because only a customer that has already made a reservation through Booking and that has already stayed in one of the hotels has the right to write a review. The scenario invited the respondents to read negative reviews of the fictional hotel, concerning in particular the evaluation of the staff, the room, the cleaning of the hotel, and the price. Moreover, each respondent had to evaluate their perception of each review.

With this set of questions being shown and after being exposed to NWOM and evaluated the posts, the respondents were asked to indicate their intention to book a room in the hotel (PI) and NWOM intentions on a 7 point scale, being (1) 'Completely Disagree'; (4) 'Neither Agree or Disagree'; and (7) 'Completely Agree'. This allows to analyse the different effects that NWOM communication can have on consumers generated by other users regarding hotel accommodation, on travel websites, in the two phases: SP vs. PPP.

First of all, NWOM intentions were evaluated using 3 items from the study by Blodgett *et al.* (2015), that are presented in Table 1. Furthermore, respondents were asked to express their PI toward the hotel, after having read the reviews made by other customers, with the help of 3 items from the study by Blodgett *et al.* (1997) and Schivinski & Dabrowski (2015), that can

be seen in Table 1. Additionally, consumers' BA towards the hotel was also analysed in two different moments: before users are exposed to NWOM and only by looking at some photos of the hotel, and after users are exposed to NWOM . This was measured on a bipolar matrix by evaluating the hotel according to the 5 items (from the study by Spears & Singh (2004)) that are presented on Table 1.

Overall, there is one experiment 1 (NWOM) x 2 groups (SP vs PPP), with an analysis made **between groups** for 3 constructs: NWOM intentions, PI and BA. In addition, an analysis **within the groups** is done for the construct BA, before and after users are exposed to NWOM, for each phase individually. The scale items of the constructs are presented in the following Table of Constructs (Table 1).

Author	Dimension	Item
Blodgett <i>et al.</i> (1997)	H1: NWOM intentions	NW1 - It is most likely that I warn my friends and relatives not to go to that hotel NW2 - If any of these situations had happened to me, I would complain to my friends and relatives about this hotel NW3 – If any of these situations had happened to me, I would make sure to tell my friends and relatives not to stay at this hotel
Blodgett <i>et al.</i> (1997) and Schivinski & Dabrowski (2015)	H2: Purchase intentions	PI1 – I intend to remain the hotel's customer PI2 – If one of these situations had happened to me, I would repeat and book a room in it again PI3 – It is most likely that I book a room in this hotel in the future
Spears & Singh (2004)	H3: Brand attitude (before and after users are exposed to NWOM)	BA1- Unappealing/Appealing BA2 – Bad/Good BA3 – Unpleasant/Pleasant BA4–Unfavourable/Favourable BA5 – Unlikeable/Likeable

Table 1: Constructs

The survey ends up with some demographics about the respondents, such as gender, age, highest level of education and current occupation.

For further details about the survey, please consult the Appendix 1 and Appendix 2, for the English version and for the Portuguese version (original version), respectively.

3.3.1. Data Analysis

With the data collected, a data analysis was held with the help of the program *IBM® Statistics SPSS® version 23*. This program allowed to quantify the consumers' NWOM intentions, PI and BA, having into consideration the situations presented on each hypothesis, as well as to evaluate the effect of NWOM generated by other users regarding hotel accommodation on travel websites between the SP and the PPP.

Firstly, descriptive statistics analysis was performed, concerning the demographics (gender, age, current occupation and highest level of education), as well as the characterization of the sample concerning the respondents' travelling habits and their social media involvement regarding the Tourism industry. Furthermore, Cronbach's alpha was used to check the reliability of the constructs, followed by a Principal Components Analysis (Field, 2009). Furthermore, Principal Component Analysis (PCA) is a multivariate technique that was conducted on 16 items with rotation varimax. This was performed in order to identify the linear components of a set of variables, extracting four factors (Field, 2009).

To decide if they were going to be used a parametric or a non-parametric test to evaluate the research hypotheses, it was conducted Kolmogorov-Smirnov test, to check if the population was following a normal distribution. Parametric tests should only be used when the underlying distributions of the population follows a normal curve. According to Field (2009), Kolmogorov-Smirnov is a *“test of whether a distribution of scores is significantly different from a normal distribution”*.

Since the populations were not normally distributed, non-parametric tests were used to check if the groups (SP vs PPP) were comparable. Thus, an analysis was made between groups of the following variables: demographics, consumers' opinion about the website Booking.com and BA before users are exposed to NWOM.

Regarding the hypotheses H1, H2 and H3.c., the Independent-Samples Mann-Whitney Test was performed. According to Field (2009), it is based on a test statistic and it is usually used for comparing two independent groups. This non-parametric test is equivalent to the independent t-test. Regarding the hypotheses H3.a. and H3.b., a Related-Samples Wilcoxon Signed-Rank Test was performed. This test is *“used in situations in which there are two sets of scores to compare, but these scores come from the same participants”* (Field, 2009). This non-parametric test is equivalent to the dependent t-test.

In addition, for all of these tests, the confidence level used was 95%, meaning that the hypotheses were rejected when the p-value was inferior to 0.05 (sig.<0.05).

Chapter 4: Analytics and Results

This chapter has the purpose of understanding the data collected and the respectively analysis of the online survey that was performed according to the methodology presented previously, on the methodology chapter. The main goal is to reach conclusions for the RQs, that were proposed in the introduction chapter before, and test the hypotheses formulated.

4.1. Sample Description

4.1.1. Demographics

The online survey gathered 249 fully completed answers, being the sample size $N=249$. Moreover, from the 249, since the respondents were randomly allocated to one of the groups (SP versus PPP) and this guaranteed that both groups were homogenous, it was possible to verify that almost 50% of the total sample (124 respondents) answered the survey regarding the SP and the other half (125 respondents) answered it regarding the PPP.

To describe the sample, the percentages used will be the percentage (or the valid percentage, since there is no missing data, they are equal), since it is the one that provides more accuracy. With the help of SPSS version 23.0, a descriptive analysis was conducted. The sample showed that 62.7% of the respondents were female participants and 37.3% of the respondents were male participants, meaning the questionnaire reached 156 female respondents and 93 male respondents. The following Table 2 shows the demographics for the Gender variable.

Gender					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	156	62,7	62,7	62,7
	Male	93	37,3	37,3	100
	Total	249	100	100	

Table 2: Demographics - Gender

Furthermore, the majority of the respondents were aged between 18 and 24 years old, with a percentage of 29.3% of the respondents; 21.7% were aged between 45 and 54 years old; 20.9% were aged between 55 and 64 years old; 18.1% were aged between 25 and 34 years old; 5.6% were aged between 35 and 44 years old; 4% were aged 65 years old or more and

finally, 0.4% were aged less than 18 years old. The following Table 3 represents the age distribution of the sample.

Age					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 18	1	0,4	0,4	0,4
	18 - 24	73	29,3	29,3	29,7
	25 - 34	45	18,1	18,1	47,8
	35 - 44	14	5,6	5,6	53,4
	45 - 54	54	21,7	21,7	75,1
	55 - 64	52	20,9	20,9	96
	65 or more	10	4	4	100
	Total	249	100	100	

Table 3: Demographics – Age

Regarding the highest education level of the respondents, graduate respondents were represented by 55% of the sample, which was the majority. Followed by them, 35.8% had a Master's Degree; 4.4% had finished High School; 3.6% owned a Doctorate Degree and finally, 1.2% had finished Primary School. The following Table 4 shows the demographics for the Education Level variable, having into account respondents' last concluded diploma.

Education Level					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Primary School	3	1,2	1,2	1,2
	High School	11	4,4	4,4	5,6
	Bachelor	137	55	55	60,6
	Master	89	35,8	35,8	96,4
	PhD	9	3,6	3,6	100
	Total	249	100	100	

Table 4: Demographics – Education Level

When it comes to the current occupation of respondents, 64.3% were workers; 21.7% were students; 7.2% were students that worked at the same time; 5.6% were retired and 1.2% were unemployed. The following Table 5 provides an overview on the current occupation of the respondents.

Current Occupation					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Unemployed	3	1,2	1,2	1,2
	Worker	160	64,3	64,3	65,5
	Student	54	21,7	21,7	87,1
	Student	18	7,2	7,2	94,4
	Worker				
	Retired	14	5,6	5,6	100
	Total	249	100	100	

Table 5: Demographics – Current Occupation

4.1.2. Travelling Habits

Regarding travelling habits, 36.1% of the respondents answered that they usually travelled twice a year; 22.5% travelled once a year; 21.7% travelled once every 3 months; 8.9% travelled more than one time every 3 months; 6.4% travelled less than once a year and 4.4% travelled every month. The following Table 6 shows the travelling frequency of respondents.

How often do you travel?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Every month	11	4,4	4,4	4,4
	More than one time every 3 months	22	8,9	8,9	13,3
	Once every 3 months	54	21,7	21,7	35
	Twice a year	90	36,1	36,1	71,1
	Once a year	56	22,5	22,5	93,6
	Less than once a year	16	6,4	6,4	100
	Total	249	100	100	

Table 6: Travelling Frequency

According to the survey, 95.6% of the respondents travelled for leisure, however only 4.4% of the respondents travelled due to work. The following Table 7 provides information regarding the main motivation for travelling of the respondents of the survey.

What is your main motivation for travelling?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Leisure	238	95,6	95,6	95,6
	Work	11	4,4	4,4	100
	Total	249	100	100	

Table 7: Travelling Motivation

On a scale from 1 as “Never” to 7 as “Always”, the results of the Media used when planning a trip were the following: 51% of the respondents answered that they never used TV when planning a trip; 70.3% of the respondents answered that they never used Radio when planning a trip; 27.7% of the respondents answered that they sometimes used Newspapers and Magazines when planning a trip; 39% of the respondents answered that they frequently called upon Friends and Family when planning a trip; 36.1% of the respondents always used travel websites, such as TripAdvisor, Booking.com, when planning a trip; and, 20.5% of the respondents answered that they sometimes used social media, such as Facebook, YouTube, Blogs, when planning a trip. If people answered “Never” for travel websites, they would be directed to the end of the survey, however none of the respondents answered in that sense. The following Table 8 has all the answers regarding respondents’ frequency of each mean of communication, when they are planning a trip.

When planning a trip, how often do you use the following means, on a scale from 1 to 7?									
		TV				Radio			
		Frequency	Percent	Valid Percent	Cumulative Percent	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Never	127	51	51	51	175	70,3	70,3	70,3
	2	63	25,3	25,3	76,3	42	16,9	16,9	87,1
	3	33	13,3	13,3	89,6	21	8,4	8,4	95,6
	4. Sometimes	19	7,6	7,6	97,2	5	2	2	97,6
	5	5	2	2	99,2	2	0,8	0,8	98,4
	6	0	0	0	0	2	0,8	0,8	99,2
	7. Always	2	0,8	0,8	100	2	0,8	0,8	100
	Total	249	100	100		249	100	100	
		Newspapers and Magazines				Friends and Family			
		Frequency	Percent	Valid Percent	Cumulative Percent	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Never	67	26,9	26,9	26,9	2	0,8	0,8	0,8
	2	38	15,3	15,3	42,2	5	2	2	2,8
	3	48	19,3	19,3	61,5	16	6,4	6,4	9,2
	4. Sometimes	69	27,7	27,7	89,2	80	32,1	32,1	41,3
	5	13	5,2	5,2	94,4	97	39	39	80,3
	6	12	4,8	4,8	99,2	32	12,9	12,9	93,2
	7. Always	2	0,8	0,8	100	17	6,8	6,8	100
	Total	249	100	100		249	100	100	
		Travel Websites				Social Media			
		Frequency	Percent	Valid Percent	Cumulative Percent	Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Never	0	0	0	0	49	19,7	19,7	19,7
	2	6	2,4	2,4	2,4	24	9,6	9,6	29,3
	3	3	1,2	1,2	3,6	22	8,8	8,8	38,1
	4. Sometimes	31	12,5	12,5	16,1	51	20,5	20,5	58,6
	5	55	22,1	22,1	38,2	49	19,7	19,7	78,3
	6	64	25,7	25,7	63,9	32	12,9	12,9	91,2
	7. Always	90	36,1	36,1	100	22	8,8	8,8	100
	Total	249	100	100		249	100	100	

Table 8: Means of Communication Frequency

4.1.3. Social Media in Tourism

Regarding social media in Tourism, 7.2% of the respondents used Facebook when planning a trip; 4.4% of the respondents used YouTube when planning a trip; 37.8% of the respondents used TripAdvisor when planning a trip; and, 82.3% of the respondents used Booking.com when planning a trip. In addition, none of the respondents answered that they did not used Internet when they are planning a trip. If any of them had answered to this option, they would have been directed to the end of the survey, since it does the objective of this dissertation to analyse that target. Moreover, 18.1% of the respondents chose the option “Other” and

specified the websites for example, Instagram, Trivago, Momondo, Skyscanner, Airbnb, eDreams, Blogs, Pinterest, Abreu, Lonely Planet. The following Table 9 shows the websites used by the respondents of the survey when they are planning a trip.

Which websites do you use when planning a trip?							
		Facebook		YouTube		TripAdvisor	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	Website	18	7,2	11	4,4	94	37,8
Missing	System	231	92,8	238	95,6	155	62,2
Total		249	100	249	100	249	100
		Booking.com		Do not use internet to plan trips		Other	
		Frequency	Percent	Frequency	Percent	Frequency	Percent
Valid	Website	205	82,3	0	0	45	18,1
Missing	System	44	17,7	249	100	204	81,9
Total		249	100	249	100	249	100

Table 9: Websites

As seen before, Booking.com is used by 82.3% of the respondents when planning a trip, so it is important to understand how often they use this website. On a scale from 1 to 7, being 1 as “Never”, 4 as “Sometimes” and 7 as “Always”, the results were the following: 26.9% of the respondents considered their frequency regarding the use of Booking.com to be at the position 6 (almost always); 25.3% of the respondents at the position 5 (frequently); 20.9% at the position 7 (always); 18.5% at the position 4 (sometimes); 3.6% at the position 2 (almost never); 3.2% at the position 3 (rarely) and 1.6% at the position 1 (never). This suggests that Booking.com is extremely used by most of the respondents and they use it quite often when planning a trip. The following Table 10 has all the answers regarding respondents’ frequency of the website Booking.com, when they are planning a trip.

When planning your trips, how often do you use Booking.com?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1. Never	4	1,6	1,6	1,6
	2	9	3,6	3,6	5,2
	3	8	3,2	3,2	8,4
	4. Sometimes	46	18,5	18,5	26,9
	5	63	25,3	25,3	52,2
	6	67	26,9	26,9	79,1
	7. Always	52	20,9	20,9	100
	Total	249	100	100	

Table 10: Booking.com Frequency

4.2. Survey Validation

The survey validation is the process by which it needs to be ensured that everything that was collected and how it was collected was done in a correct way and serves the purpose of the research.

In order to validate the survey, it needs to be considered the total sample of 249 individuals. For that to happen, the survey cannot be divided into SP and PPP and needs to be considered as a whole, so the four constructs in each phase (BA before users are exposed to NWOM, BA after users are exposed to NWOM, PI and NWOM Intentions) were summed up becoming only one total for each construct, with the two phases together. The following Table 11 shows the four constructs as a whole and not separated by phase.

1 st Construct	2 nd Construct	3 rd Construct	4 th Construct
BA before users are exposed to NWOM (5 items)	BA after users are exposed to NWOM (5 items)	PI (3 items)	NWOM Intentions (3 items)
BAB.1. = Q18.1+Q36.1	BAA.1. = Q30.1+Q48.1	PI.1. = Q29.1+Q47.1	NWL.1. = Q28.1+Q53.1
BAB.2. = Q18.2+Q36.2	BAA.2. = Q30.2+Q48.2	PI.2. = Q29.2+Q47.2	NWL.2. = Q28.2+Q53.2
BAB.3. = Q18.3+Q36.3	BAA.3. = Q30.3+Q48.3	PI.3. = Q29.3+Q47.3	NWL.3. = Q28.3+Q53.3
BAB.4. = Q18.4+Q36.4	BAA.4. = Q30.4+Q48.4		
BAB.5. = Q18.5+Q36.4	BAA.5. = Q30.5+Q48.4		

Table 11: Constructs with the two phases

Reliability and validity studies are necessary to carry out, in order to evaluate the psychometric qualities of any measurement instrument. These studies indicate the confidence level in the scales and the generalization that the data can achieve.

4.2.1. Reliability

Reliability studies provide information about the consistency, thus it is necessary to evaluate the internal consistency of each construct. For that, the Cronbach's Alpha was used. For the first construct, the Cronbach's Alpha was 0.989; for the second one was 0.979; for the third one was 0.746; and for the fourth one, it was 0.607. These values show high reliability between the data, in the BA before users are exposed to NWOM and BA after users are exposed to NWOM constructs. Alphas lower than 0.6 are considered as unacceptable, however it is not the case. The following Table 12 provides information about the Cronbach's Alpha for each construct and the respective number of items.

Cronbach's Alpha		
Dimension	Number of Items	α
Brand Attitude before users are exposed to NWOM	5	0.984
Brand Attitude after users are exposed to NWOM	5	0.979
Purchase Intentions	3	0.746
NWOM Intentions	3	0.607

Table 12: Cronbach's Alphas

4.2.2. Validity

The validity study refers to the assessment of the degree to which a given measure actually measures what is intended to measure. For this purpose, PCA will be performed in order to have the factors well defined by construct. As there are four constructs, four factors are going to be presented as well.

It is important to refer that in the survey, the construct PI was composed by 3 items, being that the items were on a positive sense. The items were inverted to negative ones, having now a **Negative effect on PI** instead of a Positive effect on PI. This consistency is good, as it can be seen on Table 13, with an alpha equal to 0.746. The items were inverted to become positively related with the construct NWOM Intentions that only had items on a negative sense. Thus, the inversion of PI was made, in order to carry out the same idea on each construct. The alpha with Negative effect on PI is the same as before, comparing Table 12 with Table 13, with the advantage of having now a positive correlation with NWOM Intentions. If the items have not been inverted on the construct PI, there would have been negative correlations instead of positive ones.

From the Principal Component Analysis (PCA), four factors were extracted that explain 83,104% of the total variance. The first factor – BA before users are exposed to NWOM– explains 29,468%; the second factor – BA after users are exposed to NWOM– explains 28,857%; the third factor – Negative effect on PI – explains 14,592%; and finally, the fourth factor – NWOM Intentions – explains 10,186%.

With this analysis, the Cronbach's Alphas were calculated only on the third and fourth factors, since there is a slight difference on the organization of the constructs. However, it shows better consistency with the new arrangement because the third factor kept the same consistency as before the PCA, with a value equal to 0.746, however the fourth factor

increased its consistency to 0.734, against 0.607, before the PCA. All alphas show a high consistency level. Concerning the KMO (Kaiser-Meyer-Olkin), it verified the sampling adequacy for the analysis, with KMO=0.873 (Field, 2009). The following Table 13 provides information about the PCA, showing the loadings by factor, the percentage of the variance explained by factor and again the Cronbach's Alphas for each component, to see if the consistency still holds after the analysis.

PCA					
KMO = 0.873					
	Component				
	1	2	3	4	
Brand Attitude before users are exposed to NWOM (5 items)					
Unfavourable: Favourable	0,974				
Unappealing: Appealing	0,966				
Unpleasant: Pleasant	0,962				
Bad: Good	0,961				
Unlikeable: Likeable	0,961				
Brand Attitude after users are exposed to NWOM (5 items)					
Unlikeable: Likeable		0,943			
Bad: Good		0,942			
Unfavourable: Favourable		0,941			
Unpleasant: Pleasant		0,941			
Unappealing: Appealing		0,928			
Negative effect on Purchase Intentions (4 items)					
It is most likely that I book a room in this hotel in the future			0,841		
I intend to remain the hotel's customer			0,823		
It is most likely that I warn my friends and relatives not to go to that hotel			0,636		
If one of these situations had happened to me, I would repeat and book a room in it again			0,597		
Negative Word-of-Mouth Intentions (2 items)					
If any of these situations had happened to me, I would make sure to tell my friends and relatives not to stay at this hotel				0,858	
If any of these situations had happened to me, I would complain to my friends and relatives about this hotel				0,858	
					Total
% of Variance Explained	29,468%	28,857%	14,592%	10,186%	83,104%
Cronbach's Alpha	0.984	0.979	0.746	0.734	

Table 13: Principal Component Analysis

For further details on the previous PCA about the KMO value and the percentage of variance explained, please consult the Appendix 3.

4.3. Normality Tests

For the analysis of the research hypotheses, it is necessary to confirm that the population of this research follows a normal distribution in order to use a parametric test. Moreover, one of the most commonly used statistical tests to test the fitting of sample distributions to certain theoretical distribution functions is the **Kolmogorov-Smirnov test (K-S)**, especially when samples dimension are over 30.

To build the wanted constructs, namely (1) BA before users are exposed to NWOM, (2) BA after users are exposed to NWOM, (3) PI and (4) NWOM intentions, the simple average of the scores of each item was made, except for the construct (3) where it was performed the weighted average by the loadings from PCA. For the first factor - BA before users are exposed to NWOM– simple average was done, since all loadings are relatively similar to each other; for the second factor - BA after users are exposed to NWOM– simple average was done; for the third factor – PI – a weighted average was done (mean with loadings from PCA); and for the fourth factor – NWOM Intentions – simple average was done.

By testing the normality of the population through the Kolmogorov-Smirnov test, it is possible to conclude that almost all p-values are equal to 0, which means that the distribution in question is significantly different from a normal distribution. If a normality test does not reveal the existence of a clear normal distribution, meaning that the p-value is lower than 0.05 (sig.<0.05), which is verified within all of these sample, it is not possible to use a parametric test, such as the Independent Samples T-Test. Furthermore, it is necessary to use **non-parametric tests** to analyse the research hypotheses, as well as the following tests for the sample validation. The following Table 14 shows the results of the Kolmogorov-Smirnov Test, which prove that the population does not follow a normal distribution.

Normality Test				
	Phases	Kolmogorov-Smirnov ^a		
		Statistic	df	Sig.
Mean of Brand Attitude before users are exposed to NWOM	Search phase	0,237	124	0,000
	Post-Purchase phase	0,277	125	0,000
Mean of Brand attitude after users are exposed to NWOM	Search phase	0,23	124	0,000
	Post-Purchase phase	0,201	125	0,000
Mean of Negative Word-of-Mouth Intentions	Search phase	0,318	124	0,000
	Post-Purchase phase	0,204	125	0,000
Weighted Average of Purchase intentions (mean with loadings from PCA)	Search phase	0,157	124	0,000
	Post-Purchase phase	0,076	125	0,074

a. Lilliefors Significance Correction

Table 14

Normality Tests – Kolmogorov-Smirnov

For further details on the previous Normality Tests for each construct, please consult the Appendix 6.

4.4. Sample Validation

4.4.1. Non-Parametric Tests: Age, Gender, Education Level and Current Occupation

With the intention of comparing two groups of users (SP vs PPP) in terms of NWOM Intentions, PI and BA after users are exposed to NWOM, which are the referred research hypotheses, it needs to be assured that the two groups are comparable, not only in terms of the demographics, but also in terms of consumers' opinion about the website Booking.com (the one that got the majority of responses), and at last but still important, their opinion about the hotel before users are exposed to NWOM and only by looking at some photos of the hotel (Brand Attitude before users are exposed to NWOM).

In this section, it was analysed if the groups were comparable, through the demographic variables by age, gender, education level and current occupation. Since these demographic variables are qualitative ones, it was necessary to use **non-parametric tests**, in order to compare the groups. For the variables Age and Education Level, the non-parametric test used

was the Independent-Samples Mann-Whitney U Test, however for the variables Gender and Current Occupation was the Chi-Square Test. The conclusions were: the groups are identical in the two phases by age (sig.=0.987), by gender (sig.=0.481), by education level (sig.=0.860) and by current occupation (sig.=0.234). All p-values are higher than 0.05, therefore the null hypothesis is failed to be rejected, thus the difference among the groups in terms of age, gender, education level and current occupation is not significant. This means that the distribution of each demographic variable is the same across the two phases. The following Table 15 shows the p-values of each non-parametric tests that were executed to analyse if the groups were comparable in terms of the demographic variables.

Null Hypothesis	Sig.	Decision
The groups are identical in terms of Age .	0.987	Retain the null hypothesis.
The groups are identical in terms of Gender .	0.481	Retain the null hypothesis.
The groups are identical in terms of Education Level .	0.860	Retain the null hypothesis.
The groups are identical in terms of Current Occupation .	0.234	Retain the null hypothesis.

Table 15

Non-Parametric Tests - Demographic Variables (Age, Gender, Education Level and Current Occupation)

For further details on the previous non-parametric tests (Chi-Square Test) presented for the Gender and for the Current Occupation variables, please consult the Appendix 4 and Appendix 5, respectively.

4.4.2. Non-Parametric Test: Consumers' opinion about the website Booking.com

In addition, two more tests were done in order to compare consumers' opinion about the website Booking and BA before users are exposed to NWOM. Therefore, a construct about Booking.com was created by applying the sample mean to the six items of the opinion about that online travel platform, and this value is compared between the two groups, by a **non-parametric test** (Independent-Samples Mann-Whitney U test), which shows that consumers' opinion about booking is, on average, the same (p=0.348). The following Table 16 provides information about the p-value of the test executed, in order to verify if the consumers' opinion about the website Booking.com was identical in the two phases.

Null Hypothesis	Sig.	Decision
The groups are identical in terms of Consumers' opinion about the website Booking.com.	0.348	Retain the null hypothesis.

Table 16

Non-Parametric Test -Independent-Samples Mann-Whitney U Test - Consumers' opinion about the website Booking.com

4.4.3. Non-Parametric Test: BA before users are exposed to NWOM

Finally, BA before users are exposed to NWOM is also compared in the two groups to assure the same pre-opinion.

It is important to conduct a **non-parametric test**, Independent-Samples Mann-Whitney U Test, test to check if consumers' BA before being exposed to NWOM is identical in the two phases. Moreover, it is possible to say that consumers' BA before being exposed to NWOM is identical in the two phases (sig. = 0.187 > 0.05), retaining the null hypothesis. In conclusion, the two groups are comparable. Since normality of the populations was not verified, non-parametric tests were adopted to compare the intervenient variable in the two phases.

To compare the BA before users are exposed to NWOM and only by looking at some photos of the hotel in the two phases, it is necessary to create a compound (mean of the items) for this construct. To build the wanted construct, namely BA before users are exposed to NWOM, the simple average of the scores of each item was made, since all loadings in PCA are relatively similar to each other. The following Table 17 provides information about the p-value of the test executed, in order to verify if the consumers' BA before being exposed to NWOM was identical in the two phases.

Null Hypothesis	Sig.	Decision
The groups are identical in terms of Brand Attitude before users are exposed to NWOM.	0.187	Retain the null hypothesis.

Table 17

Non-Parametric Test - Independent-Samples Mann-Whitney U Test - BA before users are exposed to NWOM

After all these tests, it was certain that groups are identical, in demographic terms, in consumers' opinion about the website Booking.com and in terms of BA before users are

exposed to NWOM. Moreover, it is reached the phase of comparing NWOM Intentions, PI and BA after users are exposed to NWOM between the two groups, that will answer the RQs presented in the introduction.

4.5. Analysis of the Research Hypotheses

H1: NWOM generated by other users regarding hotel accommodation on travel websites has higher impact on consumers' NWOM intentions among users who are in the SP than on those who are in the PPP

H2: NWOM generated by other users regarding hotel accommodation on travel websites has higher impact on consumers' PI among users who are in the SP than on those who are in the PPP

H3: NWOM generated by other users regarding hotel accommodation on travel websites influences consumers' BA

H3. a. In the SP, BA changes significantly more after users are exposed to NWOM than before users are exposed to NWOM

H3.b. In the PPP, BA changes significantly more after users are exposed to NWOM than before users are exposed to NWOM

H3. c. BA changes significantly more after users are exposed to NWOM among users who are in the SP than on those who are in the PPP

4.5.1. Hypotheses H1, H2 and H3.c.

Regarding the hypotheses H1, H2 and H3.c., the **non-parametric test** used was the Independent-Samples Mann-Whitney Test, since this test is used for comparing two independent groups, which is the case, where the SP and PPP are compared regarding the constructs: NWOM intentions, PI and BA after users are exposed to NWOM.

By performing Independent-Samples Mann-Whitney U Tests to these three hypotheses, it is possible to reach the following conclusions:

- **H1** – The null hypothesis of the first research hypothesis is rejected ($p=0.005<0.05$), where the null hypothesis assumed that the distribution of the SP was equal to the distribution of the PPP. The p-value obtained showed that the distribution of consumers' NWOM intentions is not the same in the two phases. Moreover, this proves that users on the PPP are less susceptible to NWOM than users on the SP, which means that consumers who are still searching and considering several hotel options and that have never been in that specific hotel, are more influenced by NWOM than the consumers that have already been at that hotel, having had a good experience. Being this a significant difference, **H1 is accepted.**

- **H2** – The null hypothesis of the second research hypothesis is rejected ($p=0.000<0.05$), where the null hypothesis assumed that the distribution of the SP was equal to the distribution of the PPP. The p-value obtained showed that the distribution of consumers' PI is not the same in the two phases. Moreover, this proves that clients, that have already been in the hotel and that had a good experience, are less influenced by NWOM and thus, are more willing to repeat the experience a book a room in the hotel again. Non-clients that have never been in that hotel and that are on a SP are more likely to be influenced by NWOM, not having the intention to be the hotel's client. Being this a significant difference, **H2 is accepted.**

- **H3.c.** – The null hypothesis of the third research hypothesis is rejected ($p=0.005<0.05$), where the null hypothesis assumed that the distribution of the SP was equal to the distribution of the PPP. The p-value obtained showed that the distribution of consumers' BA after being exposed to NWOM is not the same in the two phases. Moreover, this proves that consumers' BA changes more significantly after being exposed to NWOM among users who are in the SP than on those who are in the PPP. Being this a significant difference, **H3.c. is accepted.**

The following Table 18 shows the non-parametric tests, Independent Samples Mann-Whitney U tests for H1, H2 and H3.c. hypotheses.

Independent Samples Mann-Whitney U Test						
	Search Phase		Post-Purchase Phase		Standardized Test Statistic	Sig.
	Mean	Standard Deviation	Mean	Standard Deviation		
H1. Negative Word-of-Mouth Intentions	6.3065	(1.01355)	5.8480	(1.39154)	-2,784	0.005**
H2. Purchase Intentions	5.9151	(1.07911)	4.5692	(1.39754)	-7,484	0.000**
H3.c. Brand Attitude after users are exposed to NWOM	2.0435	(1.361013)	2.5808	(1.61013)	2,834	0.005**

**significant at $\alpha=1\%$ and $\alpha=5\%$

Table 18

Independent Samples Mann-Whitney U Test for H1, H2 and H3.c. hypotheses

4.5.2. Hypotheses H3.a. and H3.b.

Regarding the hypotheses H3.a. and H3.b., the **non-parametric test** used was the Wilcoxon Signed-Rank, since this test is used for situations where there are two sets of scores to compare, but these scores come from the same participants, which is the case. The two sets of scores that are compared are BA before users are exposed to NWOM and BA after users are exposed to NWOM, for each phase individually.

By performing Related Samples Wilcoxon Signed-Rank Test to the H3.a. and H3.b. hypotheses, it is possible to reach the following conclusions:

- **H3.a.** – The null hypothesis is rejected ($p=0.000<0.05$), meaning that the median of differences between the mean of **BA before users are exposed to NWOM** and the mean of **BA after users are exposed to NWOM** equals to 0. Thus, this proves that consumers' BA changes more significantly after being exposed to NWOM than before being exposed to NWOM, **in the SP**. Being this a significant difference, **H3.a. is accepted.**
- **H3.b.** – The null hypothesis is rejected ($p=0.000<0.05$), meaning that the median of differences between the mean of **BA before users are exposed to NWOM** and the mean of **BA after users are exposed to NWOM** equals to 0. Thus, this proves that

consumers' BA changes more significantly after being exposed to NWOM than before being exposed to NWOM, **in the PPP**. So, even though they have already been at the hotel, NWOM has a huge influence on users on the PPP. Being this a significant difference, **H3.b. is accepted**.

The following Table 19 shows the Related Samples Wilcoxon Signed-Rank Test for H3.a. and H3.b. hypotheses.

Related Samples Wilcoxon Signed-Rank Test						
	Brand Attitude before users are exposed to NWOM		Brand Attitude after users are exposed to NWOM		Standardized Test Statistic	Sig.
	Mean	Standard Deviation	Mean	Standard Deviation		
H3.a. Search Phase	6.2097	(1.03495)	2.0435	(1.36758)	-9,270	0.000**
H3.b. Post-Purchase Phase	6.4000	(0.8293)	2.5808	(1.61013)	-9,325	0.000**

**significant at $\alpha=1\%$ and $\alpha=5\%$

Table 19

Related Samples Wilcoxon Signed-Rank Test for H3.a. and H3.b. hypotheses

Chapter 5: Conclusions, Limitations and Future Research

In this chapter, the final conclusions will be presented on the topic about the influence of NWOM in the consumers' decision-making process in the Tourism Industry. Furthermore, limitations are presented and some ideas for future research are proposed.

5.1. Conclusions

The scope of this research focused on the negative valence of eWOM and how it might influence consumers' PI, NWOM intentions and BA (before and after users are exposed to NWOM), within two different stages of the decision-making process, regarding the Tourism sector.

The main finding of this research is the negative influence that NWOM exerts in the overall decision-making process of consumers, in the Tourism industry. This comes with accordance with Mauri and Minazzi (2011) that proved that consumers' decision-making process is significantly influenced by negative online reviews written on online travel platforms.

According to de Matos and Rossi (2008), eWOM has been proved to influence both SP and PPP decisions of consumers. NWOM shows to have a greater influence in the decision-making process during the SP, where consumers are looking for several hotel options when planning a trip, than in the PPP, where consumers have already experienced the product, in this specific case an hotel, and since they have had a good experience, they tend to repeat it. This significant influence on consumers during the SP had already been proved to be real by Leung *et al.* (2013) and Cimbaljević (2015). It is demonstrated that clients (users in the post-experience) are less susceptible to negative reviews than non-clients (users in the pre-experience).

Furthermore, within the scope of this dissertation, the first RQ, which is directly related with the fourth RQ as well, consisted in testing how NWOM affects users' **NWOM intentions** regarding hotels' accommodation between users that are in the SP compared to those who are in the PPP. This impact had already been showed by Mauri and Minazzi (2011), which proved that consumers have the intentions to share NWOM with others when faced with NWOM communication. Thus, NWOM has a massive impact, affecting consumers' decisions and opinions and providing them with the intention to give negative comments about the product or service to others. The analysis showed that users are highly influenced when faced with negative reviews on a travel platform, mostly in the SP, in a stage where they have never

been to that hotel neither have any information regarding it, than in the PPP, where they have already stayed at that hotel (H1). Basically, users on the PPP do not have the intention to express negative comments about an hotel where they have already had a good experience before, making them less influenced by NWOM than consumers in the SP. This comes with accordance with Bambauer-Sachse & Mangold (2011) that proved that, in the PPP, consumers tend to be less influenced by NWOM when faced with it, even if they already know the product, than in the SP, where consumers are not familiar with the hotel.

Regarding the second RQ, which is directly related with the fourth RQ as well, that consisted of testing how NWOM affects users' **PI** regarding hotels' accommodation, comparing users in the SP vs those in the PPP, consumers' PI are highly influenced by NWOM, especially when travellers are in the SP (H2). The analysis showed that PI decrease when consumers are faced with NWOM communication, making them not wanting to book a room in the hotel, not even having the intention to be client of that hotel in the future. However, when users are in the PPP, their PI are not so extensively affected by negative reviews on websites, preserving the desire to continue to be clients, as opposite to those in SP. In accordance with the literature assessed, negative consumer reviews influence negatively PI and, in fact, the effect is even more negative when the consumer is not familiar with the product (SP) (Mauri & Minazzi, 2011).

Finally, we analyse the third RQ, which is directly related with the fourth RQ as well, which consisted of testing how NWOM affects users' **BA** regarding hotels' accommodation between users that are in the SP compared to those who are in the PPP. Consumers' BA is affected by NWOM regarding hotels' accommodation. According to a study held by Bambauer-Sachse and Mangold (2011), it is known that consumers' BA is not immune to negative online reviews, even if consumers have considerable knowledge about the brand and appreciation for the product (PPP), consumers are negatively influenced by NWOM communication.

Moreover, BA was analysed **within groups** (an analysis comparing before and after users are exposed to NWOM, for each phase individually) and **between groups** (an analysis for BA before users are exposed to NWOM comparing the two phases and an analysis for BA after users are exposed to NWOM comparing the two phases). Regarding the first analysis within groups, in the SP, consumers' BA changes more significantly after being exposed to NWOM than before being exposed to NWOM (H3.a.). In the PPP, the same conclusion is reached, meaning that consumers' BA changes more significantly after being exposed to NWOM than before being exposed to NWOM (H3.b.). Regarding the analysis between groups, before users are exposed to NWOM, consumers usually have a positive impression, being the BA

before users are exposed to NWOM identical in the two phases. However, after consumers are exposed to NWOM, users in the SP are more highly influenced by NWOM than users in the PPP (H3.c.), changing their attitude after being exposed to the negative reviews in comparison with their attitude before.

5.2. Academic Implications

After the extensive research on previous works, it was possible to verify that previous studies have confirmed some relationships amongst NWOM intentions, PI and BA, however there are not many studies validating the significant difference between the two phases, in what concerns the constructs analysed.

Regarding academic implications, this study contributes to companies, especially hotels, by identifying useful research that can help them understanding the power of negative information on consumers, taking advantage of online consumer reviews as a new marketing tool. Marketeers might, as well, take advantage, by understanding what motivates individuals to rely on NWOM, guiding consumers' actions in order to try to anticipate and avoid devastating influences of them caused by this online concept.

5.3. Limitations and Future Research

After the study, there are some research limitations that should be taken into consideration.

The sample used for the analysis of the hypotheses constituted the main limitation of this research, not being fully representative of the Portuguese population. Only 249 answers were registered, therefore, the sample size was a limitation. This sample was obtained through distribution of the survey via social media, mainly Facebook, and by personal email address, and in the future wider distribution in the Social Media and other means of communication could be done to increase the sample size.

In addition, the sample selection showed an asymmetry concerning gender and age, with the majority of the respondents being female (62.7%) and 29.3% of the respondents being 18-24 years old, which, in addition to social proximity, suggests that the majority of the individuals corresponded to students of the university Católica Lisbon SBE.

Another limitation to point out was the fact that the two phases had to be assumed (SP vs PPP), meaning that the respondent had to imagine that he/she was on that specific situation, so that the respondent could understand clearly the questions. This constitutes a limitation because the respondents had to imagine a scenario with a fictional hotel, with eventual

difficulties understanding the framework of the experience, which could compromise the data collected. Furthermore, the creation by the author of an hotel and the contents of the negative reviews might be considered limitations, even if credibility attempts of the information presented was respected.

Despite the limitations referred above, further research should be able to overcome some problems and complement the topic of this dissertation with meaningful information.

Future research could focus on different effects on the consumers caused by NWOM, as well as by the other valences of eWOM, such as neutral and positive reviews, since this study only measured the impact of NWOM on the consumers' PI, BA and NWOM intentions. Moreover, including different variables (other than the 3 constructs studied) would enlarge the field of analysis, such as trust, loyalty, perceived quality, recommendation intentions, customers' personal interests, among others. Additionally, the consideration of other types of reviews other than the written ones, such as video reviews, could also be of interest to include and have their impact measured.

Reference List

- Alboqami, H., Karaghoul, W. Al, Baeshen, Y., Erkan, I., Evans, C., & Ghoneim, A. (2015). Electronic word of mouth in social media: the common characteristics of retweeted and favoured marketer-generated content posted on Twitter. *International Journal of Internet Marketing and Advertising*, 9(4), 338. <https://doi.org/10.1504/IJIMA.2015.072886>
- Alhidari, A., Iyer, P., & Paswan, A. (2015). Personal level antecedents of eWOM and purchase intention, on social networking sites. *Journal of Customer Behaviour*, 14(2), 107–125. <https://doi.org/10.1362/147539215X14373846805707>
- Balaji, M. S., Khong, K. W., & Chong, A. Y. L. (2016). Determinants of negative word-of-mouth communication using social networking sites. *Information and Management*, 53(4), 528–540. <https://doi.org/10.1016/j.im.2015.12.002>
- Bambauer-Sachse, S., & Mangold, S. (2011). Brand equity dilution through negative online word-of-mouth communication. *Journal of Retailing and Consumer Services*, 18(1), 38–45. <https://doi.org/10.1016/j.jretconser.2010.09.003>
- Bataineh, A. Q. (2015). The Impact of Perceived e-WOM on Purchase Intention: The Mediating Role of Corporate Image. *International Journal of Marketing Studies*, 7(1), 126–137. <https://doi.org/10.5539/ijms.v7n1p126>
- Blodgett, J. G., Hill, D. J., & Tax, S. S. (1997). The effects of distributive, procedural, and interactional justice on postcomplaint behavior. *Journal of Retailing*, 73(2), 185–210. [https://doi.org/10.1016/S0022-4359\(97\)90003-8](https://doi.org/10.1016/S0022-4359(97)90003-8)
- Chevalier, J., & Mayzlin, D. (2004). The effect of word of mouth. *Fradkin, A., Grewal, E., Holtz, D., & Pearson, M. (2014).*, 1–43. <https://doi.org/10.1509/jmkr.43.3.345>
- Cimbaljević, M. (2015). *Social media marketing in tourism and hospitality. Annals of Tourism Research* (Vol. 54). <https://doi.org/10.1016/j.annals.2015.05.006>
- Creswell, J. W. (2007). *Research Design: Qualitative, Quantitative and Mixed Methods Approaches* (Third Edit). SAGE Publications. Retrieved from <http://www.ceil-conicet.gov.ar/wp-content/uploads/2015/10/Creswell-Cap-10.pdf>
- de Matos, C. A., & Rossi, C. A. V. (2008). Word-of-mouth communications in marketing: A meta-analytic review of the antecedents and moderators. *Journal of the Academy of Marketing Science*, 36(4), 578–596. <https://doi.org/10.1007/s11747-008-0121-1>
- Dellarocas, C. (2003). The Digitization of Word of Mouth: Promise and Challenges of Online Feedback Mechanisms. *Management Science*, 49(10), 1407–1424.

<https://doi.org/10.1287/mnsc.49.10.1407.17308>

- Erkan, I., & Evans, C. (2016). The influence of eWOM in social media on consumers' purchase intentions: An extended approach to information adoption. *Computers in Human Behavior*, 61, 47–55. <https://doi.org/10.1016/j.chb.2016.03.003>
- Field, A. (2009). *Discovering Statistics Using SPSS*. Sage (Vol. 81). https://doi.org/10.1111/insr.12011_21
- Gelbrich, K., & Roschk, H. (2011). A meta-analysis of organizational complaint handling and customer responses. *Journal of Service Research*, 14(1), 24–43. <https://doi.org/10.1177/1094670510387914>
- Goldsmith, R. E., & Horowitz, D. (2006). Measuring Motivations for Online Opinion Seeking. *Journal of Interactive Advertising*, 6(2), 2–14. <https://doi.org/10.1080/15252019.2006.10722114>
- Gruen, T. W., Osmonbekov, T., & Czaplewski, A. J. (2006). eWOM: The impact of customer-to-customer online know-how exchange on customer value and loyalty. *Journal of Business Research*, 59(4), 449–456. <https://doi.org/10.1016/j.jbusres.2005.10.004>
- Hennig-Thurau, T., Gwinner, K. P., Walsh, G., & Gremler, D. D. (2004). Electronic word-of-mouth via consumer-opinion platforms: What motivates consumers to articulate themselves on the Internet? *Journal of Interactive Marketing*, 18(1), 38–52. <https://doi.org/10.1002/dir.10073>
- Kaplan, A. M., & Haenlein, M. (2010). Users of the world , unite ! The challenges and opportunities of Social Media. <https://doi.org/10.1016/j.bushor.2009.09.003>
- Khammash, M., & Griffiths, G. H. (2011). “Arrivederci CIAO.com, Buongiorno Bing.com” - Electronic word-of-mouth (eWOM), antecedences and consequences. *International Journal of Information Management*, 31(1), 82–87. <https://doi.org/10.1016/j.ijinfomgt.2010.10.005>
- Ladhari, R., & Michaud, M. (2015). EWOM effects on hotel booking intentions, attitudes, trust, and website perceptions. *International Journal of Hospitality Management*, 46, 36–45. <https://doi.org/10.1016/j.ijhm.2015.01.010>
- Lange-Faria, W., & Elliot, S. (2012). Understanding the Role of Social Media in Destination Marketing. *Tourismos: An International Multidisciplinary Journal for Tourism*, 7(May), 193–211. <https://doi.org/10.1111/j.1548-1379.2010.01107.x>
- Lee, J., & Lee, J.-N. (2009). Understanding the product information inference process in electronic word-of-mouth: An objectivity–subjectivity dichotomy perspective.

- Information & Management*, 46(5), 302–311. <https://doi.org/10.1016/J.IM.2009.05.004>
- Lee, J., Park, D. H., & Han, I. (2008). The effect of negative online consumer reviews on product attitude: An information processing view. *Electronic Commerce Research and Applications*, 7(3), 341–352. <https://doi.org/10.1016/j.elerap.2007.05.004>
- Leung, D., Law, R., van Hoof, H., & Buhalis, D. (2013). Social Media in Tourism and Hospitality: A Literature Review. *Journal of Travel and Tourism Marketing*, 30(1–2), 3–22. <https://doi.org/10.1080/10548408.2013.750919>
- Mauri, A. G., & Minazzi, R. (2011). The impact of hotel reviews posted by guests on customers' purchase process and expectations. *Proceedings of 14th Toulon-Verona Conference "Organizational Excellence in Service,"* 799–814. Retrieved from <http://www.toulonveronaconf.eu/papers/index.php/tvc/article/view/274/270>
- Pfeffer, J., Zorbach, T., & Carley, K. M. (2014). Understanding online firestorms: Negative word-of-mouth dynamics in social media networks. *Journal of Marketing Communications*, 20(1–2), 117–128. <https://doi.org/10.1080/13527266.2013.797778>
- Pitta, D. A., & Fowler, D. (2005). Online consumer communities and their value to new product developers. *Journal of Product & Brand Management*, 14(5), 283–291. <https://doi.org/10.1108/10610420510616313>
- Riegner, C. (2007). Word of Mouth on the Web: The Impact of Web 2 . 0 on Consumer Purchase Decisions. *Journal of Advertising Research*, December, 436–447. <https://doi.org/10.2501/S0021849907070456>
- Saunders, M., Lewis, P., & Thornhill, a. (2009). *Research Methods for Business Students. Business* (Vol. 5th). <https://doi.org/10.1017/CBO9781107415324.004>
- Schivinski, B. &, & Dabrowski, D. (2015). *The impact of brand communication on brand equity through Facebook.* Retrieved from http://irep.ntu.ac.uk/id/eprint/26433/1/3900_Schivinski.pdf
- Sehba. (2016). Tourism: Its Meaning and Importance. Retrieved March 12, 2018, from <https://www.importantindia.com/24020/tourism-meaning-importance/>
- Spears, N., & Singh, S. N. (2004). Measuring attitude toward the brand and purchase intentions. *Journal of Current Issues and Research in Advertising*, 26(2), 53–66. <https://doi.org/10.1080/10641734.2004.10505164>
- Trusov, M., Bucklin, R. E., & Pauwels, K. (2009). Effects of Word-of-Mouth Versus Traditional Marketing: Findings from an Internet Social Networking Site. *Journal of Marketing*, 73(5), 90–102. <https://doi.org/10.1509/jmkg.73.5.90>
- UNWTO tourism highlights, T. (2017). *2017 Edition. Unwto Tourism Highlights.*

<https://doi.org/10.18111/9789284419029>

- Verhagen, T., Nauta, A., & Feldberg, F. (2013). Negative online word-of-mouth: Behavioral indicator or emotional release? *Computers in Human Behavior*, 29(4), 1430–1440. <https://doi.org/10.1016/J.CHB.2013.01.043>
- Vermeulen, I. E., & Seegers, D. (2009). Tried and tested: The impact of online hotel reviews on consumer consideration. *Tourism Management*, 30(1), 123–127. <https://doi.org/10.1016/j.tourman.2008.04.008>
- Xiang, Z., & Gretzel, U. (2010). Role of social media in online travel information search. *Tourism Management*, 31(2), 179–188. <https://doi.org/10.1016/j.tourman.2009.02.016>
- Ye, Q., Law, R., Gu, B., & Chen, W. (2011). The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human Behavior*, 27(2), 634–639. <https://doi.org/10.1016/j.chb.2010.04.014>

Appendices

Appendix 1: Survey (English version)

Q1 Dear Participant,

This survey was developed for the purpose of my master thesis, in the program Master in Management with Specialization in Strategy and Entrepreneurship, at Católica Lisbon School of Business and Economics. The main goal of this survey is to evaluate the influence of social media in the consumers, in the Tourism industry. It will last approximately 5 minutes. This data collected will be completely confidential and anonymous and it will be only used for this academic paper.

Thank you very much for your availability and attention.

Inês Gomes de Melo

Q2 How often do you travel?

- ☐ Each month
- ☐ More than one time every 3 months
- ☐ Once every 3 months
- ☐ Twice a year
- ☐ Once a year
- ☐ Less than once a year

Q3 What is your main motivation for travelling?

- ☐ Leisure
- ☐ Work

Q5 When planning a trip, how often do you use the following means, on a scale from 1 to 7? (Consider: 1 as “Never”, 4 as “Sometimes” and 7 “Always”)

	Never (1)	(2)	(3)	Sometimes (4)	(5)	(6)	Always (7)
TV (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Radio (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Newspapers and Magazines (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Friends and Family (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Travel Websites (e.g., Booking, TripAdvisor, etc) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Social Media (e.g., Facebook, YouTube, Blogs, etc) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Skip to: End of Survey If Travel Websites=Never.

Q6 How long, on average, do you use social networking sites?

- ☐ More than 5 hours per day
- ☐ 3-5 hours per day
- ☐ 1-3 hours per day
- ☐ Less than 1 hour per day
- ☐ 4-6 times a week
- ☐ Less than 4 times a week

Q7 With which sentences do you relate the most regarding your activity on Social Media? (you can choose from 1 to 3 options)

- ☐ Update regularly my profile
- ☐ Publish on my profile
- ☐ Comment others' updates and posts
- ☐ Rate others' updates and posts
- ☐ Acquire news and other information
- ☐ Use for reading and acquire information

Q10 Which websites do you use when planning a trip? (you can choose from 1 to 2 options)

- ☐ Facebook
- ☐ YouTube
- ☐ TripAdvisor
- ☐ Booking.com
- ☐ Other: _____
- ☐ Do not use Internet to plan trips

Skip to: End of survey if Q10=Do not use Internet to plan trips.

Q52 When planning your trips, how often do you use Booking.com?

- ☐ Never
- ☐ Almost never
- ☐ Rarely
- ☐ Sometimes
- ☐ Frequently
- ☐ Almost always
- ☐ Always

Q11 Based on the criteria below, evaluate your perception about the travel information available on social networks:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Not valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable
Not interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helpful
Incorrect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Accurate

Q11 Based on the criteria below, evaluate your perception about the following online travel platforms:

TripAdvisor

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Not valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable
Not interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helpful
Incorrect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Accurate

Q12 Booking.com

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Unreliable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Reliable
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Not valuable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valuable
Not interesting	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interesting
Useless	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Helpful
Incorrect	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Accurate

Q14 Imagine that you are planning a trip to Algarve andt you are looking for hotels on the Booking.com website, considering several options.

Take a look at the following photos of a 4-star hotel called "Live your Life Hotel", located in Albufeira, Algarve, which have caught your attention, considering that you have never heard anything about it or know anyone who had already stayed there before.

Q15 Exterior Swimming Pool



Q16 Hall



Q17 Hotel Room




Q18 Based on the criteria below, evaluate your perception of the hotel, taking into consideration the photos you have just observed:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Unlikeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likeable

Q19 Take a look at the following posts made by other users on the online travel platform Booking.com. Please note that the hotel evaluation made by other customers on Booking.com is based on a 10 points scale.

Q20



Fabrice

Comentário efectuado em: 24 de Agosto, 2017


4,2 **"Do not recommend"**

Hotel with incompetent staff, unfriendly, not polite and with wrong behaviours towards the client. If you want to see people who do not have any respect for the customer, come here.

Q21 The content of this post is:

- ☐ Unfavourable
- ☐ A little unfavourable
- ☐ Neither favourable or unfavourable
- ☐ A little favourable
- ☐ Favourable

Q22



C

Comentário efectuado em: 2 de Agosto, 2017

3,8 **"One of the worst hotels I have ever been"**

The hotel room was poorly maintained. The balcony door did not lock inside, with the danger that anyone could enter. The bathroom in the room had broken tiles and the shower was broken. The heating and air conditioning did not work.

Q23 The content of this post is:

- ☐ Unfavourable

- A little unfavourable
- Neither favourable or unfavourable
- A little favourable
- Favourable

Q24



Paulo

4,3

"Disappointing"

Comentário efectuado em: 26 de Fevereiro, 2018

Great location, however the hygiene of the hotel is disappointing, from dusty and worn carpets, dirty drapes, rotting woods, dust on furniture, ... Overall, it was all pretty dirty.

Q25 The content of this post is:

- Unfavourable
- A little unfavourable
- Neither favourable or unfavourable
- A little favourable
- Favourable

Q26



Nikhil

2,5

"Really Bad"

Comentário efectuado em: 24 de Abril, 2017

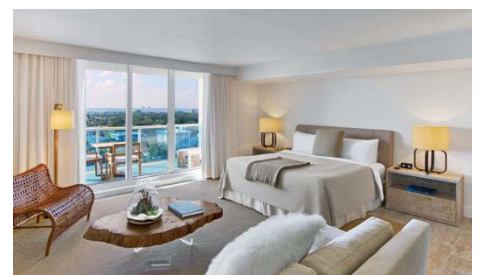
They charged me another night and the price I paid did not match the one indicated when I booked online.

Q27 The content of this post is:

- Unfavourable
- A little unfavourable
- Neither favourable or unfavourable
- A little favourable
- Favourable

Q51 Continue imagining that you have never stayed at this hotel before and that you did not know any information about it.

Q55 Q54



X

**Q28 Indicate, on a scale from 1 to 7, being 1 "Totally disagree", 4 "Neither agree or disagree" and 7 "Totally agree", your degree of agreement with the statements below:
(Consider the posts you read earlier)**

	1 Totally Disagree	2	3	4 Neither agree or disagree	5	6	7 Totally agree
It is most likely that I warn my friends and relatives not to go to that hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If any of these situations had happened to me, I would complain to my friends and relatives about this hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If any of these situations had happened to me, I would make sure to tell my friends and relatives not to stay at this hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q29 Indicate, on a scale from 1 to 7, being 1 "Totally disagree", 4 "Neither agree or disagree" and 7 "Totally agree", your degree of agreement with the statements below:
(Consider the posts you read earlier)**

	1 Totally Disagree	2	3	4 Neither agree or disagree	5	6	7 Totally agree
I intend to be the hotel's customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If one of these situations had happened to me, I would repeat and book a room in it again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is most likely that a book a room in this hotel in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30 Based on the criteria below, evaluate your perception of the hotel, taking into consideration the posts you have just read:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Unlikeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likeable

Q32 Imagine you are planning a trip to Albufeira, in Algarve, a place that you have already visited before and the last time you were there, you stayed on a 4-star, called "Live your Life Hotel". Since you have had a positive experience at this hotel, you decide to book again a room through the online travel platform Booking.com.

Take a look at the following pictures of the hotel "Live your Life Hotel", where you have already stayed last time.

Q33 Piscina Exterior



Q34 Hall do Hotel



Q35 Quarto do Hotel




Q36 Based on the criteria below, evaluate your perception of the hotel, taking into consideration the photos you have just observed:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Unlikeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likeable

Q37 Take a look at the following posts made by other users on the online travel platform Booking.com. Please note that the hotel evaluation made by other customers on Booking.com is based on a 10 points scale.

Q38



Fabrice

Comentário efectuado em: 24 de Agosto, 2017

4,2


"Do not recommend"

Hotel with incompetent staff, unfriendly, not polite and with wrong behaviours towards the client. If you want to see people who do not have any respect for the customer, come here.

Q39 The content of this post is:

- ☐ Unfavourable
- ☐ A little unfavourable
- ☐ Neither favourable or unfavourable
- ☐ A little favourable
- ☐ Favourable

Q40



C

Comentário efectuado em: 2 de Agosto, 2017

3,8

"One of the worst hotels I have ever been"

The hotel room was poorly maintained. The balcony door did not lock inside, with the danger that anyone could enter. The bathroom in the room had broken tiles and the shower was broken. The heating and air conditioning did not work.

Q41 The content of this post is:

- ☐ Unfavourable
- ☐ A little unfavourable
- ☐ Neither favourable or unfavourable

- A little favourable
- Favourable

Q42



Paulo

4,3

"Disappointing"

Comentário efectuado em: 26 de Fevereiro, 2018

Great location, however the hygiene of the hotel is disappointing, from dusty and worn carpets, dirty drapes, rotting woods, dust on furniture, ... Overall, it was all pretty dirty.

Q43 The content of this post is:

- Unfavourable
- A little unfavourable
- Neither favourable or unfavourable
- A little favourable
- Favourable

Q44



Nikhil

2,5

"Really Bad"

Comentário efectuado em: 24 de Abril, 2017

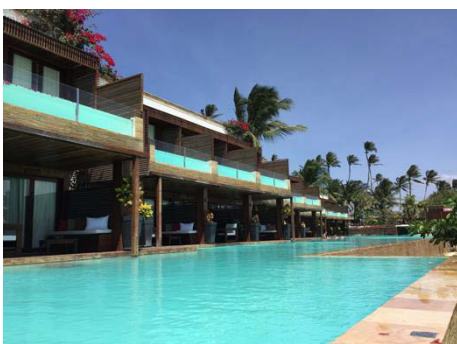
They charged me another night and the price I paid did not match the one indicated when I booked online.

Q45 The content of this post is:

- Unfavourable
- A little unfavourable
- Neither favourable or unfavourable
- A little favourable
- Favourable

Q50 Continue imagining that you have already been at this hotel before and that you have enjoyed, having had a positive and quite distinct experience from the reviews you just read.

Q52 Q53



**Q53 Indicate, on a scale from 1 to 7, being 1 "Totally disagree", 4 "Neither agree or disagree" and 7 "Totally agree", your degree of agreement with the statements below:
(Consider the posts you read earlier)**

	1 Totally Disagree	2	3	4 Neither agree or disagree	5	6	7 Totally agree
It is most likely that I warn my friends and relatives not to go to that hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If any of these situations had happened to me, I would complain to my friends and relatives about this hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If any of these situations had happened to me, I would make sure to tell my friends and relatives not to stay at this hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

**Q47 Indicate, on a scale from 1 to 7, being 1 "Totally disagree", 4 "Neither agree or disagree" and 7 "Totally agree", your degree of agreement with the statements below:
(Consider the posts you read earlier)**

	1 Totally Disagree	2	3	4 Neither agree or disagree	5	6	7 Totally agree
I intend to remain the hotel's customer	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
If one of these situations had happened to me, I would repeat and book a room in it again	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
It is most likely that a book a room in this hotel in the future	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q48 Based on the criteria below, evaluate your perception of the hotel, taking into consideration the posts you have just read:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Unappealing	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Appealing
Bad	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Good
Unpleasant	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Pleasant
Unfavourable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favourable
Unlikeable	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Likeable

Q49 Gender:

- ☐ Male
- ☐ Female

Q50 Age:

- ☐ Less than 18 years old
- ☐ 18-24 years old
- ☐ 25-34 years old
- ☐ 35-44 years old
- ☐ 45-54 years old
- ☐ 55-64 years old
- ☐ 65 years old or more

Q51 Highest level of education:

- ☐ Primary school (until 9th grade)
- ☐ High school (until 12th grade)
- ☐ Bachelor
- ☐ Master
- ☐ PhD

Q52 Current occupation:

- ☐ Unemployed
- ☐ Worker
- ☐ Student
- ☐ Student worker
- ☐ Retired

Thank you very much for your collaboration. Inês Gomes de Melo

Appendix 2: Survey (Portuguese version – Original version)

Q1 Caro(a) participante,

Este questionário foi desenvolvido no âmbito da minha tese de Mestrado de Gestão com especialização em Estratégia e Empreendedorismo pela Católica Lisbon SBE.

O objectivo do mesmo é avaliar a influência das redes sociais nos consumidores, na área do Turismo. O questionário tem uma duração aproximada de 5 minutos.

Todos os dados recolhidos serão tratados de forma estritamente confidencial e anónima e serão exclusivamente utilizados no âmbito deste estudo académico.

Muito obrigada pela sua disponibilidade e atenção.

Inês Gomes de Melo

Q2 Com que frequência costuma viajar?

- ☐ Todos os meses
- ☐ Mais de uma vez de três em três meses
- ☐ Uma vez de três em três meses
- ☐ Duas vezes por ano
- ☐ Uma vez por ano
- ☐ Menos de uma vez por ano

Q3 Qual a sua maior motivação para viajar?

- ☐ Lazer
- ☐ Trabalho

Q5 Quando planeia uma viagem, com que frequência usa os seguintes meios, numa escala de 1 a 7? (Considere: 1 como “Nunca”, 4 como “Algumas vezes” e 7 como “Sempre”)

	Nunca (1)	(2)	(3)	Algumas vezes (4)	(5)	(6)	Sempre (7)
TV (1)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Rádio (2)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Jornais e Revistas (3)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Amigos e Família (4)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Websites de viagens (ex., Booking, TripAdvisor, etc) (5)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Redes Sociais (ex., Facebook, YouTube, Blogs, etc) (6)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Skip to: End of Survey If Websites de viagens=Nunca.

Q6 Em média, quanto tempo despende a utilizar redes sociais?

- ☐ Mais de 5 horas por dia
- ☐ Entre 3-5 horas por dia
- ☐ Entre 1-3 horas por dia
- ☐ Menos de 1 hora por dia
- ☐ Entre 4-6 vezes por semana
- ☐ Menos de 4 vezes por semana

Q7 Com que frase(s) se identifica mais, em relação à sua atividade nas redes sociais?

(Pode escolher de 1 a 3 opções)

- ☐ Actualizo regularmente a minha conta pessoal
- ☐ Publico na minha conta pessoal
- ☐ Comento actualizações e publicações de outras pessoas
- ☐ Avalio actualizações e publicações de outras pessoas
- ☐ Utilizo para ler e adquirir informação

Q10 A que website(s) costuma recorrer quando está a planear uma viagem?

(Pode escolher de 1 a 2 opções)

- ☐ Facebook
- ☐ YouTube
- ☐ TripAdvisor
- ☐ Booking.com
- ☐ Outra: _____
- ☐ Não uso Internet para planear viagens

Skip to: End of survey if Q10=Não uso Internet para planear viagens.

Q52 Ao planear as suas viagens, com que frequência utiliza o Booking.com?

(Considere: 1 como "Nunca", 4 como "Algumas vezes" e 7 como "Sempre").

- ☐ Nunca
- ☐ Quase nunca
- ☐ Raramente
- ☐ Algumas vezes
- ☐ Frequentemente
- ☐ Quase sempre
- ☐ Sempre

Q11 Segundo os critérios abaixo, avalie a sua percepção em relação à informação sobre viagens disponível nas redes sociais:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Duvidosa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fidedigna
Não Apelativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apelativa
Irrelevante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valiosa
Desinteressante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessante
Desnecessária	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Útil
Incorrecta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Correcta

Q11 Segundo os critérios abaixo, avalie a sua percepção das seguintes plataformas online de viagens:

TripAdvisor

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Duvidosa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fidedigna
Não Apelativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apelativa
Irrelevante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valiosa
Desinteressante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessante
Desnecessária	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Útil
Incorrecta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Correcta

Q12 Booking.com

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Duvidosa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fidedigna
Não Apelativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apelativa
Irrelevante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valiosa
Desinteressante	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Interessante
Desnecessária	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Útil
Incorrecta	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Correcta

Q14 Imagine que está a planear uma viagem ao Algarve e que está a procurar hotéis no website Booking.com, considerando ainda várias opções.

Observe atentamente as seguintes fotos de um hotel de 4 estrelas, chamado “Live your Life Hotel”, situado em Albufeira, no Algarve, que lhe chamou a atenção, tendo em conta que nunca ouviu nada sobre o mesmo nem conhece ninguém que já lá tenha ficado hospedado.

Q15 Piscina Exterior



Q16 Hall do Hotel



Q17 Quarto do Hotel




Q18 Segundo os critérios abaixo, avalie a percepção com que ficou do hotel, tendo em consideração as fotos que acabou de observar:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Não Apelativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apelativa
Má	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Boa
Desagradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agradável
Desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorável
Difícil de gostar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fácil de gostar

Q19 Observe atentamente as seguintes publicações feitas na plataforma online de viagens Booking.com por outros clientes. Tenha em consideração que a avaliação dos hotéis feita pelos clientes no Booking.com é com base numa escala de 1 a 10 pontos.

Q20



Fabrice

Comentário efectuado em: 24 de Agosto, 2017

4,2


"Não recomendo"

Hotel com staff incompetente, nada simpático, mal educado e com comportamentos errados para com o cliente. Se quiserem ver pessoas que não têm qualquer tipo de respeito para com o cliente, venham cá.

Q21 O conteúdo desta publicação é:

- ☐ Desfavorável
- ☐ Um tanto desfavorável
- ☐ Nem favorável, nem desfavorável
- ☐ Um tanto favorável
- ☐ Favorável

Q22



C

Comentário efectuado em: 2 de Agosto, 2017

3,8

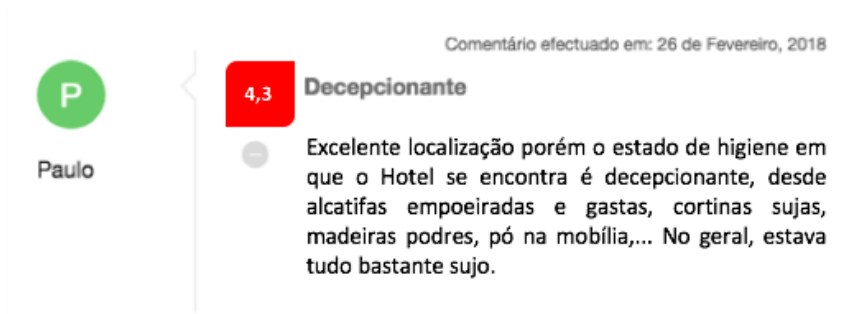
"Um dos piores hotéis em que fiquei."

O quarto do hotel apresentava mau estado de conservação. A porta da varanda não trancava por dentro, havendo o perigo de qualquer pessoa poder entrar. A casa de banho do quarto tinha azulejos partidos e o duche estava avariado. O aquecimento e o ar condicionado não funcionavam.

Q23 O conteúdo desta publicação é:

- Desfavorável
- Um tanto desfavorável
- Nem favorável, nem desfavorável
- Um tanto favorável
- Favorável

Q24

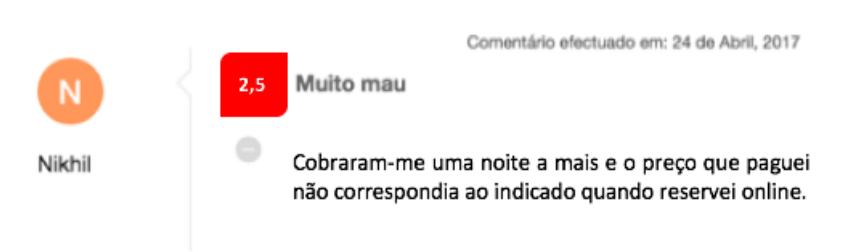


A screenshot of a hotel review interface. On the left, there is a green circular profile icon with the letter 'P' and the name 'Paulo' below it. To the right of the profile is a red square containing the rating '4,3' and the word 'Decepcionante' in bold. Further right, the text 'Comentário efectuado em: 26 de Fevereiro, 2018' is displayed. Below the rating, there is a minus sign icon and a paragraph of text: 'Excelente localização porém o estado de higiene em que o Hotel se encontra é decepcionante, desde alcatifas empoeiradas e gastas, cortinas sujas, madeiras podres, pó na mobília,... No geral, estava tudo bastante sujo.'

Q25 O conteúdo desta publicação é:

- Desfavorável
- Um tanto desfavorável
- Nem favorável, nem desfavorável
- Um tanto favorável
- Favorável

Q26



A screenshot of a hotel review interface. On the left, there is an orange circular profile icon with the letter 'N' and the name 'Nikhil' below it. To the right of the profile is a red square containing the rating '2,5' and the word 'Muito mau' in bold. Further right, the text 'Comentário efectuado em: 24 de Abril, 2017' is displayed. Below the rating, there is a minus sign icon and a paragraph of text: 'Cobram-me uma noite a mais e o preço que paguei não correspondia ao indicado quando reservei online.'

Q27 O conteúdo desta publicação é:

- Desfavorável
- Um tanto desfavorável
- Nem favorável, nem desfavorável
- Um tanto favorável
- Favorável

Q51 Continue a imaginar que nunca esteve hospedado(a) neste hotel e que desconhecia totalmente qualquer informação acerca do mesmo.

Q55 Q54



Q28 Indique, numa escala de 1 a 7, sendo 1 “Discordo completamente”, 4 “Não concordo nem discordo” e 7 “Concordo completamente”, o seu grau de concordância com as afirmações abaixo: (Considere as publicações que leu anteriormente)

	1 Discordo completamente	2	3	4 Não concordo nem discordo	5	6	7 Concordo completamente
É provável que eu alerte os meus amigos e familiares para não ficarem hospedados neste hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se uma destas situações tivesse acontecido comigo, eu iria queixar-me deste hotel junto dos meus amigos e familiares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se uma destas situações tivesse acontecido comigo, eu iria certificar-me de transmitir aos meus amigos e familiares para não ficarem hospedados neste hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q29 Indique, numa escala de 1 a 7, sendo 1 “Discordo completamente”, 4 “Não concordo nem discordo” e 7 “Concordo completamente”, o seu grau de concordância com as afirmações abaixo: (Considere as publicações que leu anteriormente)

	1 Discordo completamente	2	3	4 Não concordo nem discordo	5	6	7 Concordo completamente
Eu tenciono ser cliente deste hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se uma destas situações tivesse acontecido comigo, eu voltaria a reservar um quarto neste hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É muito provável que eu reserve um quarto neste hotel no futuro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q30 Segundo os critérios abaixo, avalie a percepção com que ficou do hotel, tendo em consideração as publicações que leu anteriormente:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Não Apelativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apelativa
Má	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Boa
Desagradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agradável
Desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorável
Difícil de gostar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fácil de gostar

Q32 Imagine que está a planear uma viagem a Albufeira, no Algarve, sítio que já visitou anteriormente e que da última vez que lá esteve ficou hospedado(a) no “Live your Life Hotel”, um hotel de 4 estrelas. Como teve uma experiência positiva neste hotel, decide voltar a reservar um quarto no mesmo, através da plataforma online de viagens Booking.com.

Observe atentamente as seguintes fotos do hotel, “Live your Life Hotel”, onde ficou hospedado(a) da última vez.

Q33 Piscina Exterior



Q34 Hall do Hotel



Q35 Quarto do Hotel




Q36 Segundo os critérios abaixo, avalie a percepção com que ficou do hotel, tendo em consideração as fotos que acabou de observar:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Não Apelativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apelativa
Má	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Boa
Desagradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agradável
Desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorável
Difícil de gostar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fácil de gostar

Q37 Observe atentamente as seguintes publicações feitas na plataforma online de viagens Booking.com por outros clientes. Tenha em consideração que a avaliação dos hotéis feita pelos clientes no Booking.com é com base numa escala de 1 a 10 pontos.

Q38



Fabrice

Comentário efectuado em: 24 de Agosto, 2017


4,2 "Não recomendo"

Hotel com staff incompetente, nada simpático, mal educado e com comportamentos errados para com o cliente. Se quiserem ver pessoas que não têm qualquer tipo de respeito para com o cliente, venham cá.

Q39 O conteúdo desta publicação é:

- ☐ Desfavorável
- ☐ Um tanto desfavorável
- ☐ Nem favorável, nem desfavorável
- ☐ Um tanto favorável
- ☐ Favorável

Q40



Comentário efectuado em: 2 de Agosto, 2017

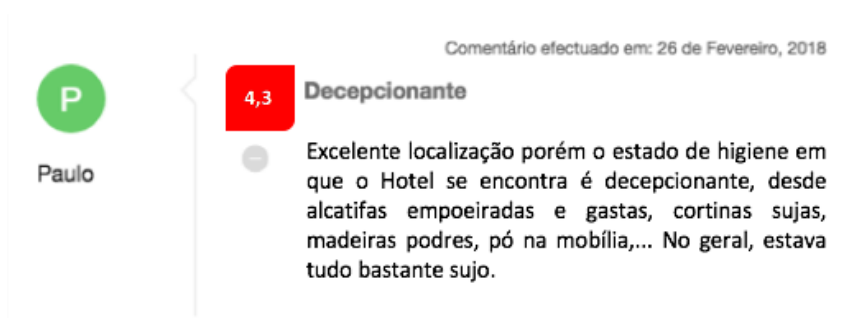
3,8 "Um dos piores hotéis em que fiquei."

O quarto do hotel apresentava mau estado de conservação. A porta da varanda não trancava por dentro, havendo o perigo de qualquer pessoa poder entrar. A casa de banho do quarto tinha azulejos partidos e o duche estava avariado. O aquecimento e o ar condicionado não funcionavam.

Q41 O conteúdo desta publicação é:

- ☐ Desfavorável
- ☐ Um tanto desfavorável
- ☐ Nem favorável, nem desfavorável
- ☐ Um tanto favorável
- ☐ Favorável

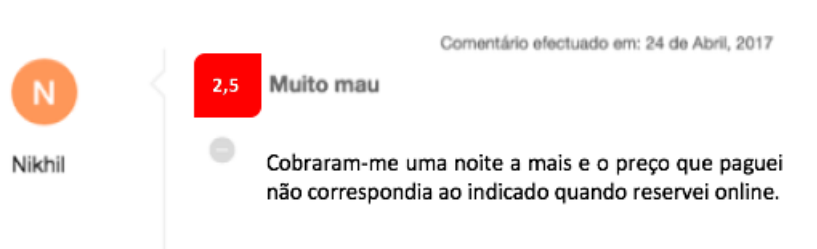
Q42



Q43 O conteúdo desta publicação é:

- ☐ Desfavorável
- ☐ Um tanto desfavorável
- ☐ Nem favorável, nem desfavorável
- ☐ Um tanto favorável
- ☐ Favorável

Q44



Q45 O conteúdo desta publicação é:

- ☐ Desfavorável
- ☐ Um tanto desfavorável
- ☐ Nem favorável, nem desfavorável
- ☐ Um tanto favorável
- ☐ Favorável

Q50 Continue a imaginar que já esteve hospedado(a) neste hotel no passado e que usufruiu de uma experiência positiva e bastante distinta dos comentários que leu.

Q52 Q53



Q53 Indique, numa escala de 1 a 7, sendo 1 “Discordo completamente”, 4 “Não concordo nem discordo” e 7 “Concordo completamente”, o seu grau de concordância com as afirmações abaixo: (Considere as publicações que leu anteriormente)

	1 Discordo completamente	2	3	4 Não concordo nem discordo	5	6	7 Concordo completamente
É provável que eu alerte os meus amigos e familiares para não ficarem hospedados neste hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se uma destas situações tivesse acontecido comigo, eu iria queixar-me deste hotel junto dos meus amigos e familiares	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se uma destas situações tivesse acontecido comigo, eu iria certificar-me de transmitir aos meus amigos e familiares para não ficarem hospedados neste hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q47 Indique, numa escala de 1 a 7, sendo 1 “Discordo completamente”, 4 “Não concordo nem discordo” e 7 “Concordo completamente”, o seu grau de concordância com as afirmações abaixo: (Considere as publicações que leu anteriormente)

	1 Discordo completamente	2	3	4 Não concordo nem discordo	5	6	7 Concordo completamente
Eu tenciono continuar a ser cliente deste hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Se uma destas situações tivesse acontecido comigo, eu voltaria a reservar um quarto neste hotel	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
É muito provável que eu reserve novamente um quarto neste hotel no futuro	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

Q48 Segundo os critérios abaixo, avalie a percepção com que ficou do hotel, tendo em consideração as publicações que leu anteriormente:

	(1)	(2)	(3)	(4)	(5)	(6)	(7)	
Não Apelativa	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Apelativa
Má	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Boa
Desagradável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Agradável
Desfavorável	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Favorável
Difícil de gostar	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fácil de gostar

Q49 Género:

- ☐ Masculino
- ☐ Feminino

Q50 Idade:

- ☐ Inferior a 18 anos
- ☐ 18-24 anos
- ☐ 25-34 anos
- ☐ 35-44 anos
- ☐ 45-54 anos
- ☐ 55-64 anos
- ☐ 65 anos ou superior

Q51 Habilitações Académicas:

- Ensino Básico (até ao 9º ano)
- Ensino Secundário (até ao 12º ano)
- Licenciatura
- Mestrado
- Doutoramento

Q52 Situação Atual

- Desempregado(a)
- Trabalhador(a)
- Estudante
- Trabalhador(a) Estudante
- Reformado(a)

Muito obrigada pela sua colaboração. Inês Gomes de Melo

Appendix 3: Principal Component Analysis (PCA)**KMO**

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		0,873
Bartlett's Test of Sphericity	Approx. Chi-Square	4749,192
	df	120
	Sig.	0,000

Total Variance Explained

Total Variance Explained									
Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5,823	36,396	36,396	5,823	36,396	36,396	4,715	29,468	29,468
2	4,358	27,235	63,632	4,358	27,235	63,632	4,617	28,857	58,326
3	1,912	11,952	75,584	1,912	11,952	75,584	2,335	14,592	72,918
4	1,203	7,52	83,104	1,203	7,52	83,104	1,63	10,186	83,104
5	0,84	5,247	88,351						
6	0,503	3,144	91,495						
7	0,415	2,594	94,09						

8	0,296	1,849	95,938						
9	0,14	0,877	96,816						
10	0,111	0,694	97,509						
11	0,091	0,567	98,076						
12	0,088	0,55	98,626						
13	0,075	0,469	99,094						
14	0,062	0,387	99,481						
15	0,047	0,292	99,773						
16	0,036	0,227	100						

Extraction Method: Principal Component Analysis.

Appendix 4: Non-Parametric Test - Chi-Square Test – Gender

phase * Gender Crosstabulation				
Count				
		Género		Total
		Female	Male	
phase	search phase	75 _a	49 _a	124
	post-purchase phase	81 _a	44 _a	125
Total		156	93	249

Each subscript letter denotes a subset of Género categories whose column proportions do not differ significantly from each other at the ,05 level.

Chi-Square Tests					
	Value	df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	,496 ^a	1	0,481		
Continuity Correction^b	0,328	1	0,567		
Likelihood Ratio	0,496	1	0,481		
Fisher's Exact Test				0,514	0,283
Linear-by-Linear Association	0,494	1	0,482		
N of Valid Cases	249				

a. 0 cells (,0%) have expected count less than 5. The minimum expected count is 46,31.
b. Computed only for a 2x2 table

Appendix 5: Non-Parametric Test - Chi-Square Test – Current Occupation

phase * Current Occupation Crosstabulation							
Count							
		Situação Actual					Total
		Unemployed	Worker	Student	Student Worker	Retired	
phase	search phase	2 _a	71 _a	32 _a	10 _a	9 _a	124
	post-purchase phase	1 _a	89 _a	22 _a	8 _a	5 _a	125
Total		3	160	54	18	14	249
Each subscript letter denotes a subset of Situação Actual categories whose column proportions do not differ significantly from each other at the ,05 level.							

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5,571 ^a	4	0,234
Likelihood Ratio	5,609	4	0,23
Linear-by-Linear Association	3,447	1	0,063
N of Valid Cases	249		
a. 2 cells (20,0%) have expected count less than 5. The minimum expected count is 1,49.			

Appendix 6: Normality Tests

1st Factor: BA before users are exposed to NWOM

Descriptives					
	Phase			Statistic	Std. Error
Mean of Brand Attitude before users are exposed to	search phase	Mean		6,2097	0,09294
		95% Confidence Interval for Mean	Lower Bound	6,0257	
			Upper Bound	6,3936	
		5% Trimmed Mean		6,319	
		Median		6,7	
		Variance		1,071	

NWOM	post-purchase phase	Std. Deviation		1,03495	
		Minimum		1	
		Maximum		7	
		Range		6	
		Interquartile Range		1	
		Skewness		-1,777	0,217
		Kurtosis		4,502	0,431
		Mean		6,4	0,07418
		95% Confidence Interval for Mean	Lower Bound	6,2532	
			Upper Bound	6,5468	
		5% Trimmed Mean		6,4818	
		Median		7	
		Variance		0,688	
		Std. Deviation		0,8293	
		Minimum		1	
		Maximum		7	
		Range		6	
		Interquartile Range		1	
		Skewness		-2,613	0,217
		Kurtosis		13,177	0,43

2nd Factor: BA after users are exposed to NWOM

Descriptives				
	Phase		Statistic	Std. Error
Mean of Brand Attitude after users are exposed to NWOM	search phase	Mean	2,0435	0,12281
		95% Confidence Interval for Mean	Lower Bound	1,8004
			Upper Bound	2,2866
		5% Trimmed Mean		1,8928
		Median		1,7
		Variance		1,87
		Std. Deviation		1,36758
		Minimum		1
		Maximum		7
		Range		6
		Interquartile Range		1,35
		Skewness		1,518
		Kurtosis		1,878
	post-purchase phase	Mean	2,5808	0,14401
		95% Confidence Interval for Mean	Lower Bound	2,2958
			Upper Bound	2,8658

	5% Trimmed Mean	2,4449	
	Median	2	
	Variance	2,593	
	Std. Deviation	1,61013	
	Minimum	1	
	Maximum	7	
	Range	6	
	Interquartile Range	3	
	Skewness	0,884	0,217
	Kurtosis	0,013	0,43

3rd Factor: Negative effect on PI

Descriptives				
	Phase		Statistic	Std. Error
Weighted average of Negative effect on PI	search phase	Mean	5,9151	0,09691
		95% Confidence Interval for Mean	Lower Bound	5,7233
			Upper Bound	6,1069
		5% Trimmed Mean	5,9939	
		Median	6,2768	
		Variance	1,164	
		Std. Deviation	1,07911	
		Minimum	2,46	
		Maximum	7	
		Range	4,54	
		Interquartile Range	1,51	
		Skewness	-0,949	0,217
		Kurtosis	0,016	0,431
	post-purchase phase	Mean	4,5692	0,125
		95% Confidence Interval for Mean	Lower Bound	4,3218
			Upper Bound	4,8166
		5% Trimmed Mean	4,5888	
		Median	4,6182	
		Variance	1,953	
		Std. Deviation	1,39754	
		Minimum	1	
		Maximum	7	
		Range	6	
		Interquartile Range	2,22	
		Skewness	-0,108	0,217
		Kurtosis	-0,605	0,43

4th Factor: NWOM Intentions

Descriptives				
	Phase		Statistic	Std. Error
Mean of NWOM Intentions	search phase	Mean	6,3065	0,09102
		95% Confidence Interval for Mean	Lower Bound	6,1263
			Upper Bound	6,4866
		5% Trimmed Mean	6,4229	
		Median	7	
		Variance	1,027	
		Std. Deviation	1,01355	
		Minimum	2,5	
		Maximum	7	
		Range	4,5	
		Interquartile Range	1	
		Skewness	-1,577	0,217
		Kurtosis	2,012	0,431
	post-purchase phase	Mean	5,848	0,12446
		95% Confidence Interval for Mean	Lower Bound	5,6017
			Upper Bound	6,0943
		5% Trimmed Mean	6,0033	
		Median	6	
		Variance	1,936	
		Std. Deviation	1,39154	
		Minimum	1	
		Maximum	7	
		Range	6	
		Interquartile Range	2	
		Skewness	-1,407	0,217
		Kurtosis	1,786	0,43